

### PLANNING A RESOLUTION

Decide upon the size of paper. Draw the center. outside margin lines and limit border for the pen work. Next letter a line of the body on scrap paper the same size and length as you intend to make the work on the resolution. By so doing you can count the lines the material will make.

The heading should come next. If compound curve is desired proceed as illustrated in the lay-out on the next page. With a string (which will not stretch) or a compass, make the center curve (in which General Assembly is lettered), then draw the two long horizontal straight lines just below the center curve, letting the top straight line touch the bottom curved line. These straight lines (which are the same distance apart as the curved lines) serve as guide lines for sketching in the short ending curves of the arched curve. (See next page.)

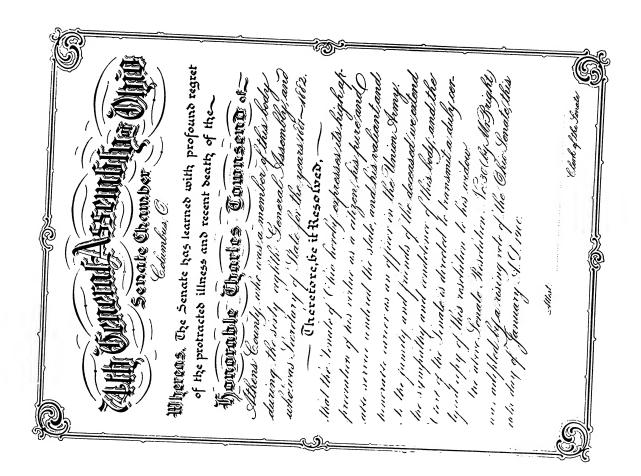
Rule vertical guide lines for lettering on curves as shown by dotted lines in the lay-out. Lettering on curves should never be slanted toward the center of the design, as printers are compelled to do. Sometimes lettering on simple curves is slanted forward to advantage.

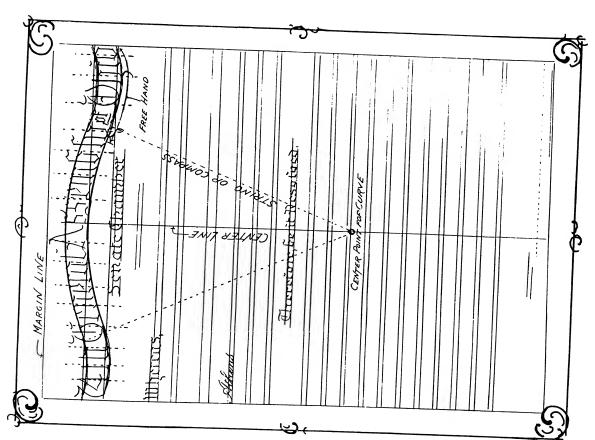
After getting the heading outlined, and knowing

how many lines and subheadings will be needed, you can easily plan the body. The lines in the last paragraph can be put closer together or wider as desired to make the resolution fill the space. The space left for signatures and subheadings can be widened or narrowed as desired. Subheadings can be put in the center on a line by themselves or to the left, followed by body material. In this way space can be saved or stretched as desired.

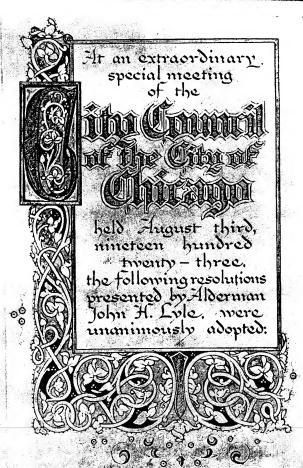
After you have lettered in headings and written or lettered the body, retouch and add shading, flourishing, underscores, and ornament to help out the design where needed. A \$30.00 piece of work can frequently be made to look like a \$50.00 one, by adding embellishment.

Where a word is misspelled it can be corrected by erasing with an ordinary pencil eraser. Seldom use a sand eraser on good work for it leaves the surface rough and is dangerous to work over without spoiling the job. The rough places can be smoothed somewhat by scraping off the fuzz with a sharp knife and rubbing the surface of the paper with the handle. Unless you learn to be resourceful, you will have to do many pieces of work over. Use art gum or soft eraser in cleaning lines and finger prints from your work.







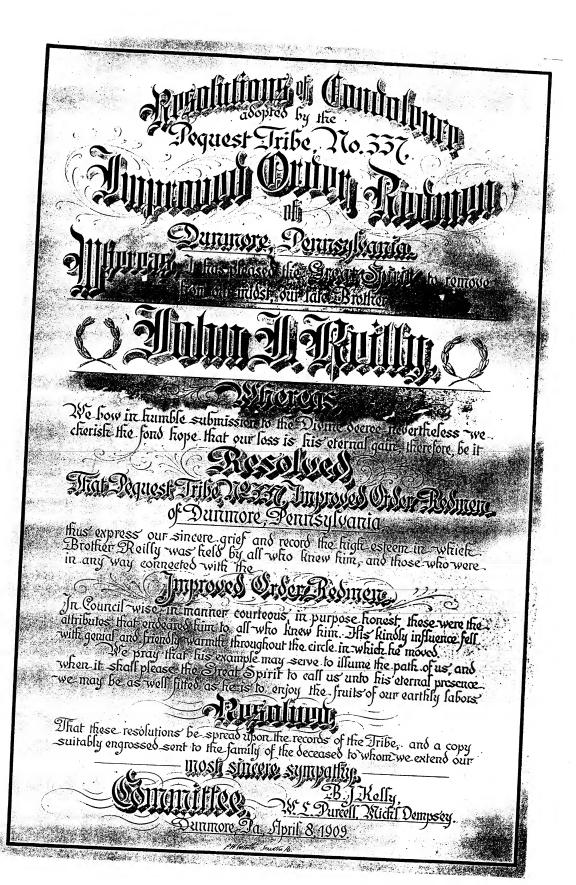


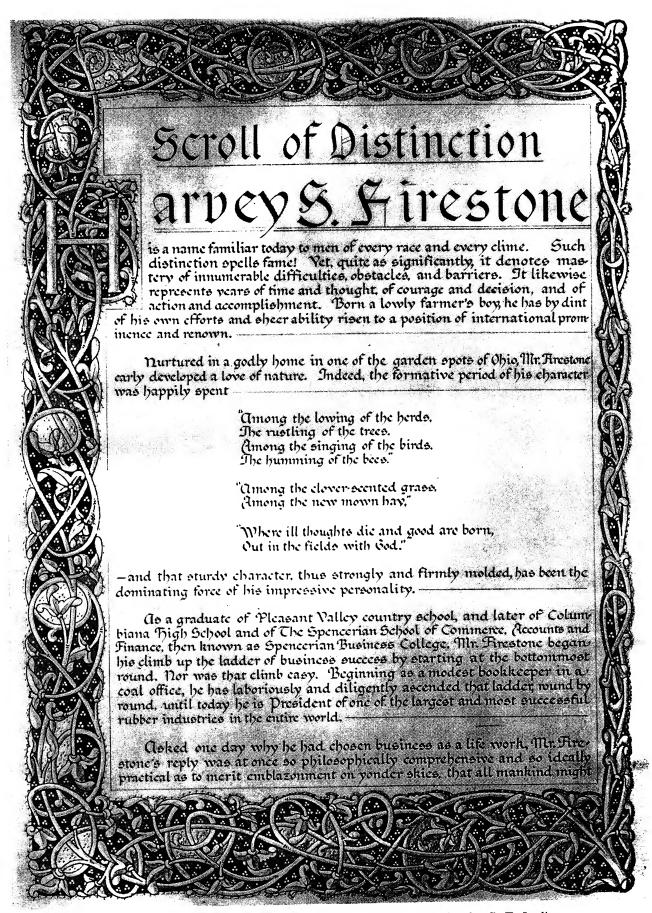
bergas. Almighto God. His intinite and unfathomable misdom, has called from the scene his earthly activities the Chief Executive of the United States America, and

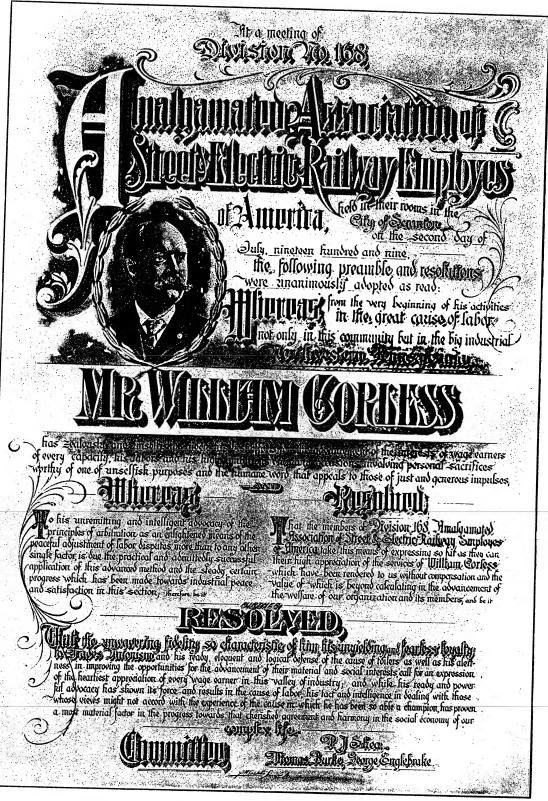
in the passing the country has lost not only a great executive but the immeasur protound grief and genuine sympathy, now, therefore.

ESOINED, that the People Chicago, through their City Council, extraordinary,

special session assembled, do hereby voice their deepat sorrom of their honored passing and beloved PRESTDENT extend to his midow and immediate family their sincere condolences in this their hour of extreme sadness, and be it further







If price or conditions won't permit your drawing a portrait or emblem, paste on a photo and conceal the edges. Some emblems are too complex to draw small.

# **A**emuriam

Born March 8, 1864



# Sarah Katzenhery

Died October 8,1935



ollinighty, in His wisdom, deemed it expedient to take from us our affectionate, tender, and sympathetic wife, mother, grandmother and aunt Sarah Katzenberg; and

(Thereas, the earth that nourished her, the said Sarah Katzenberg, has claimed her mortal remains to be resolved to earth again; and

Thereas, she, the said Sarah Katzenberg has left behind her a bitterly distressed and grief-stricken husband, children and grandchildren; and

Ohereas, she, the said Sarah Katzenberg was always an impartial, constant and faithful friend and member of the

# Katzenberg Kamily Tirrle, Chicago Branch

Now therefore, be it respectfully and reverently resolved, that the date of our bereavement be and the same is hereby-spread upon the records and minutes of the exatzenberg. Family Circle, Chicago Branch, it being the date herein above set forth; and that date be commemorated with fitting ceremonies by the Katzenberg Family Circle, Chicago Branch in the next ensuing year, and for every succeeding year thereafter.

Dated at Chicago, Illinois, this second day of February, 1936.

### Katzenberg Family Circle, Chicago Branch

Henrietta Katzenlerg Friedman

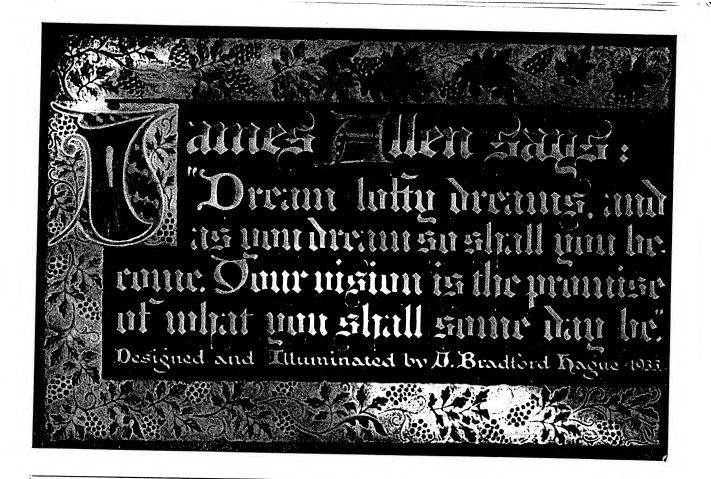
Rose leaves, when the rose is dead, Are heaped for the beloved's bed, And so thy thoughts when thou art gone, Love itself shall slumber on.

ion

Percy B. Shelley

Pauline Katzenberg Rivkin

Music when soft voices die, Vibrates in the memory: Odors, when sweet violets sicken, Live within the sense they quicken.

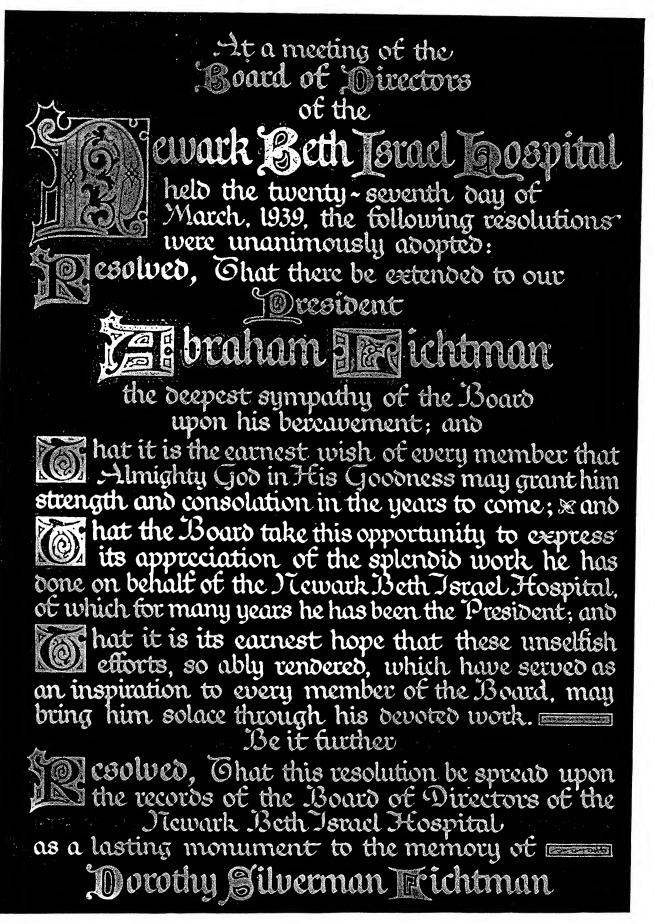




THE
Executive Officers of the Zone Ten Subsidiaries of
Ational Pairy Products Corporation
in conference assembled hereby extend to

President of Dational Dairy Products Corporation, our sincere appreciation of his courtesy and co-operation in the past.

nd; we hereby pledge to him our continued loyalty and support not only during 1935, but in the years to follow which we hope will be many in his capacity as our chief executive.



# PPRECIATION

At a meeting of the Board of Directors of

## ROTHERS AND

INCORPORATED

held August first, nineteen hundred thirty-eight the following memorial was unanimously adopted:

me Brothers and Lane, Incorporated, in profound sorrow regret to record the death of our beloved First President, Frank A. Ward

on the twenty-eighth day of July, nineteen hundred thirty-eight.

Dis passing takes from us a true and sincere friend whom we have always regarded with affectionate esteen and admiration. An able associate and counselor, his genial and magnetic personality has been to us a source of genuine inspiration, and his ability and integrity in the participation of our affairs have been of the greatest value.

De was a man of upright character, with a keen sense of justice. Friendly and always courteous, his cheering and engaging presence endeared him to his associates and employes.

We lament the termination of his association with the company, and our irretrievable loss of his guiding influence.

To the members of the family of Frank L. Mard we extend our deepest, most heartfelt sympathy, in the passing of one whose fond memory will ever devotedly remain in our hearts.

As a fitting tribute, we order that this memorial be inscribed in the minutes of this meeting, and be engrossed in permanent form and given to his bereaved widow and family, as an expression of our lasting affection and admiration for him.

Board of Directors

Anie L. Hirth a. S. Fertlin EN Dyer . 1. G. Leitz & Church J. Klein

To do engrossing day after day one should be able to produce a variety of designs and styles of letters. A slight change may please the customer who is looking for something different and distinctive. This page is from the Harris Studio.



This beautiful work was made by E. H. McGhee. Trenton, New Jersey. Students of engrossing will find the initial letter and staff of special interest. Gold, blue, red and greens are the predominant colors.

Laner.

(1) Happiness and Frosqu.

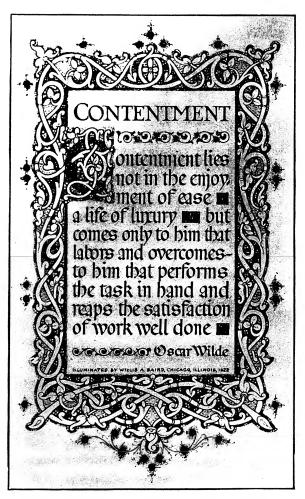
outhrough the many years to come

Very sincerely yours

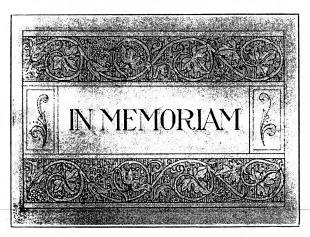
Frank W. Martin

Martin Diploma Company

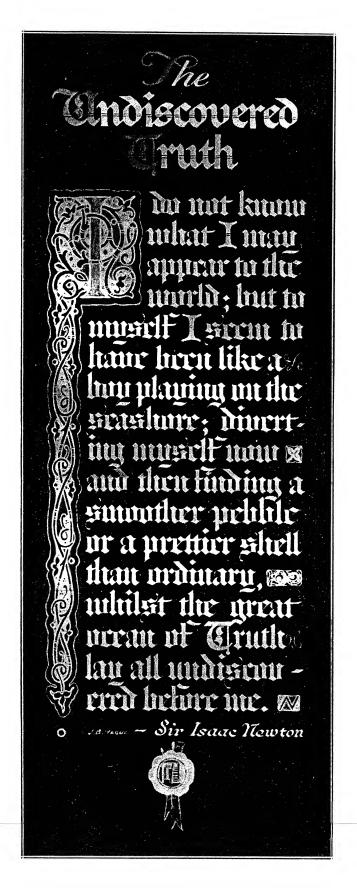
Boston

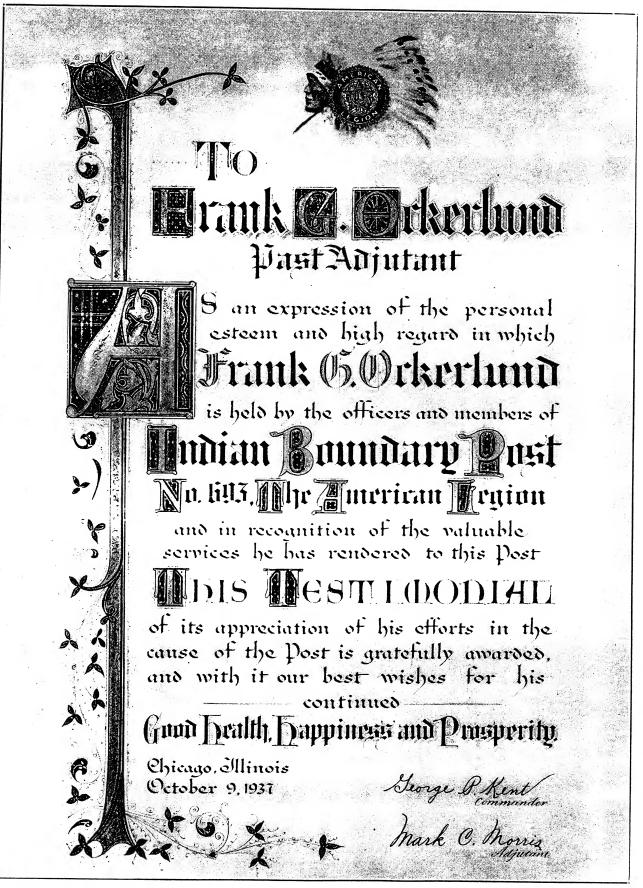


Contentment is an example of Italian white vine by Willis A. Baird.

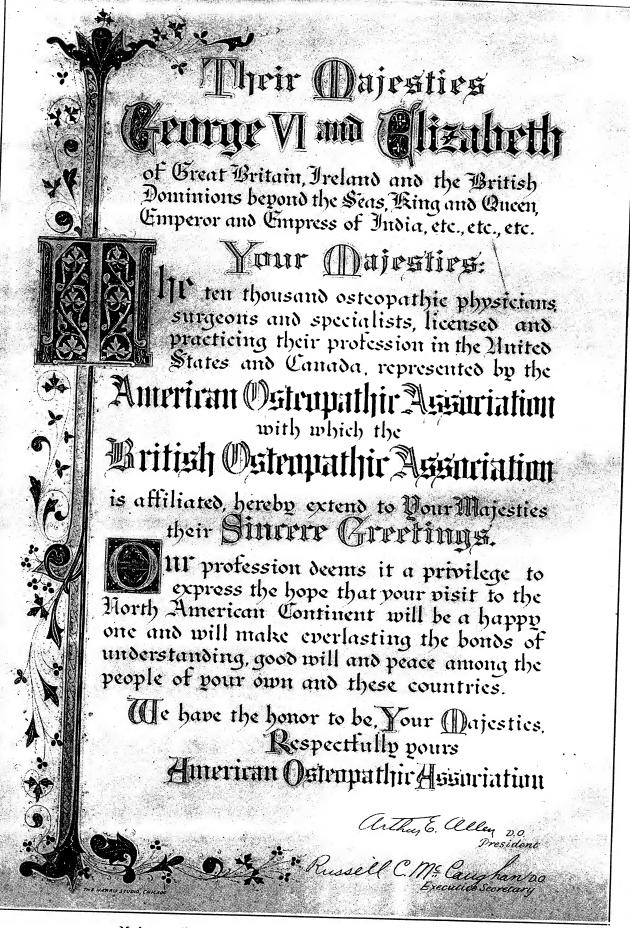


In Memoriam by H. W. Strickland.



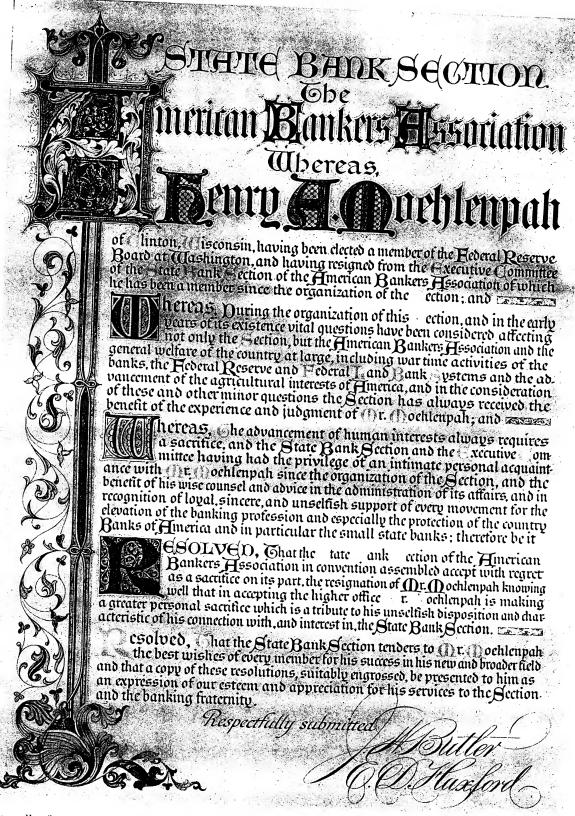


This beautiful staff provides ornament and also holds the lettering and entire design together. By C. L. Cook of The Harris Studio.

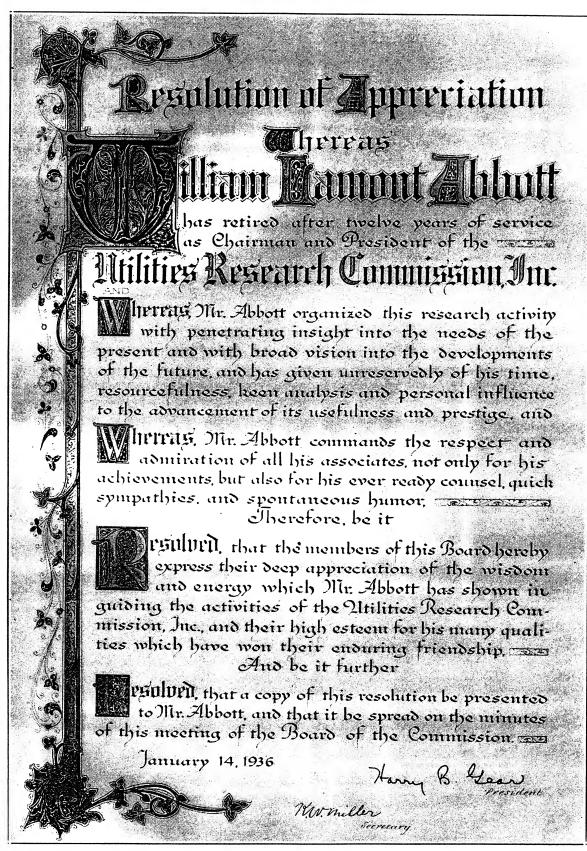


### In Our Priend DERLIZEGIO Apon the occasion of his termination of WOGEDTY-SEVED YEARS OF SERVICE with U.B Moos There is no friend like an old friend. he greatest gift a man can receive is the gift of friendship that time has proven true. He who has it in himself to make and hold such sincere friendships is extremely fortunate. O YOU, GRIUIN, such a man me, your friends and associates for over a decade, tender you this tribute. We honor and esteem you for these sterling qualities which typity the best in manbood. E hope, in severing your business connections with us. that the future will have in store for you the happiness which von so richly deserve. We want Life's gladdest paths are those that end Where waits the coutort of a triend. And we have wondered it ron knew eHon alad we are and thankful, too, Ibat OUR paths met- and we found YOU." Elliott G. Ahern Nick Hamberger Evelyn Kiraly Wm. Grobe Leo Stein Jos. Cullinan . Hice Ladd L.C. Kylavos Herbert Best lack Katz Florence Lewis F.D.Little Bruce G. Macalister James Ottobre Gertrude O.Mam A. Dahlgren John M. Christian Roy Smanson Nettie Cohen S.T. Grant John A.Christin Rudy Luderitz Regina Zaglinski Roy Hamilton Marcus Sachs loe Rooney Rebecca Cadkin R.T. Walter P.F. Lehrman Tom Schweda James Mazarakos E.W. Richardson Robert McLelland J.F. Mahoney Nels Erickson Chas. Lowy John McDonald Addie W. Jackson W.P.O. Neil A.L.Wingerter G.F. Misch Frank I. Richardson Frieda Pesch Carl Zaglinski Walter Komalski Nellie Rame W. P. Comertond I. Braverman Chicago, September 30, 1929

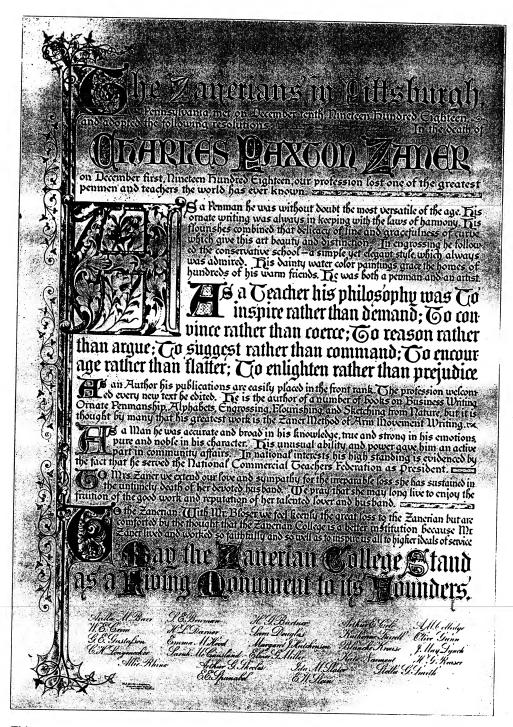
The staff and lettering used extensively today deserve careful study. On the staff use bright color and gold on the background. Also use color on the filigree ornament. The initial letter should be the outstanding part. This page is by C. L. Cook, Chicago.



Unusually fine modern engrossing by the dexterous artist Willis A. Baird. It is a study in accurate lettering, pleasing arrangement, even margins, graceful ornament, and what a beautiful initial letter A.

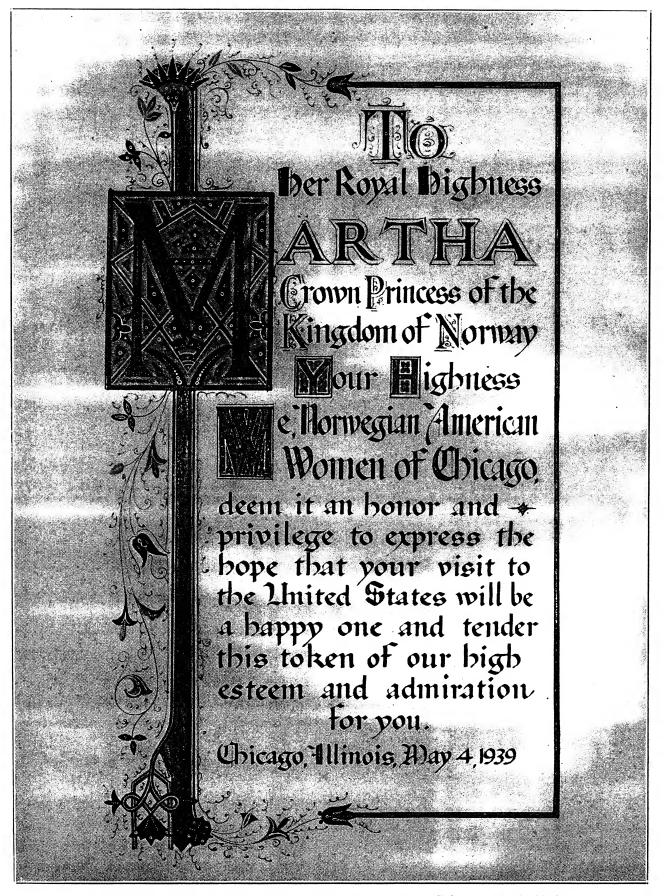


A well executed piece of engrossing by that master engrosser, C. L. Cook at the Harris Studio, Chicago.

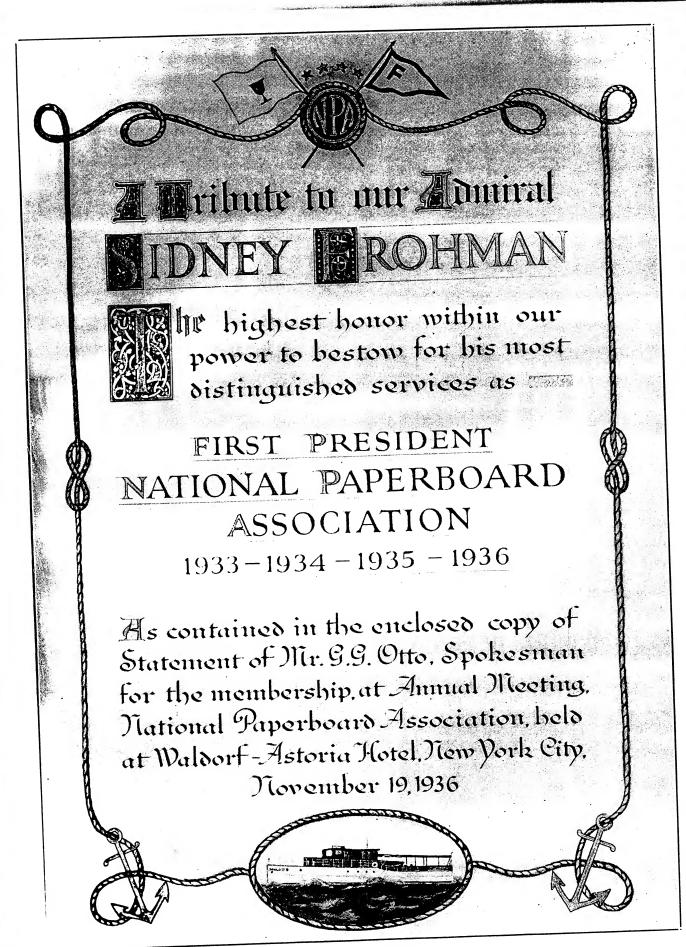


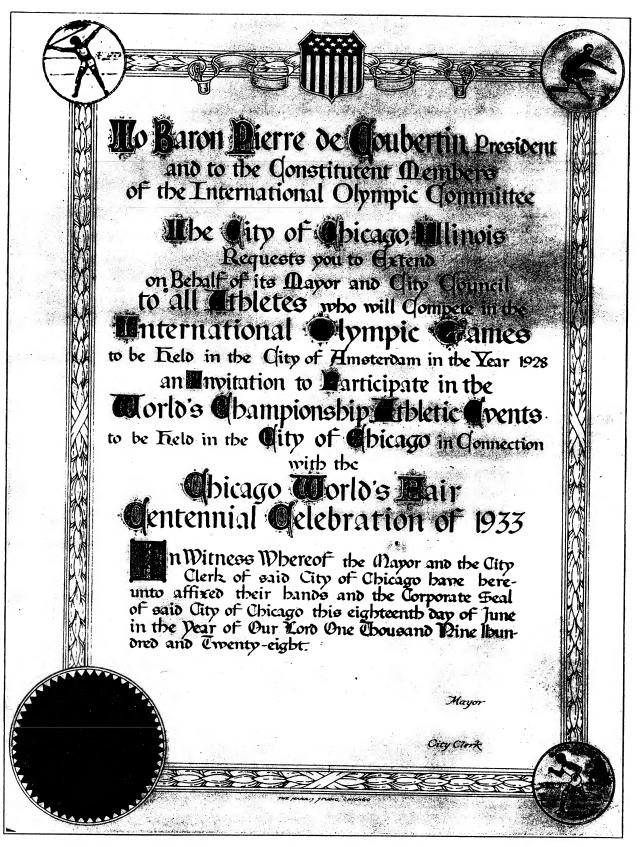
This masterpiece by W. A. Baird hangs on the walls of the Zanerian College, Columbus, Ohio, and is an inspiration to hundreds of persons studying penmanship and engrossing. Like much of the work presented in this book, it cannot be fully appreciated without seeing the original. You are urged to visit the Zanerian and see this as well as other masterpieces.





A distinctive design deserving your careful study by the well known Harris Studio.





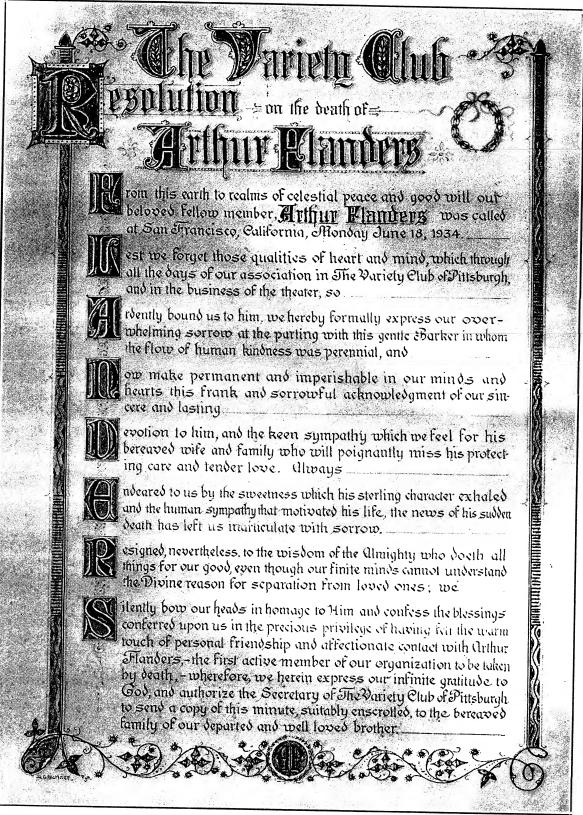
Borders add variety and beauty. Learn to make many various kinds. This specimen is from the Harris Studio.

# # FINITION

The power to choose the work I do, To grow and have the larger view, To know and feel that I am free, To stand erect, not bow the knee. To be no chattel of the State, To be the master of my fate To dare to risk, to lose, to win, To make my own career begin, To serve the world in my own way, To gain in wisdm, day by day. With hope and zest to climb to rise, I call that PRIVATE + DTERPRISE

Designed and Sugrossed by the Enner-Blosen Co. Columbus, Ohio.

A Definition of Private Enterprise by W. L. Newark, Zaner-Bloser Studio, Columbus, Ohio.

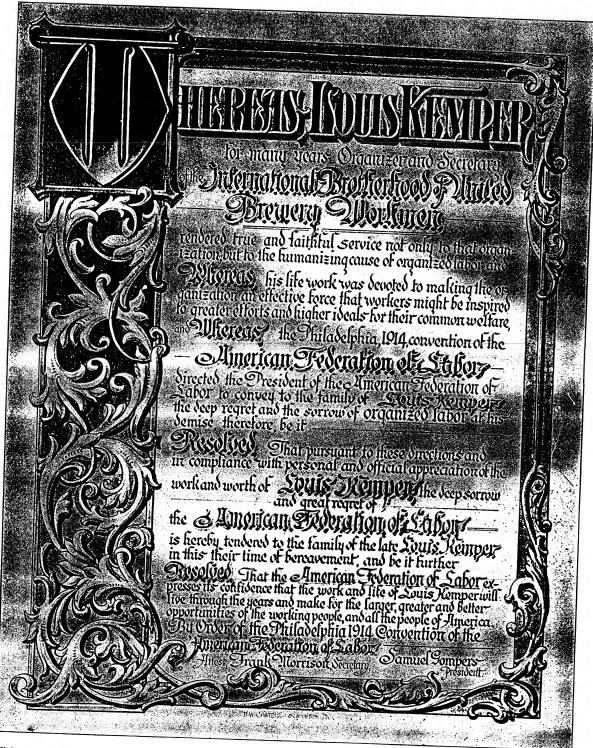


Henry G. Burtner for many years has ranked high as an engrossing artist. His work can be studied profitably.

A Park Cont.

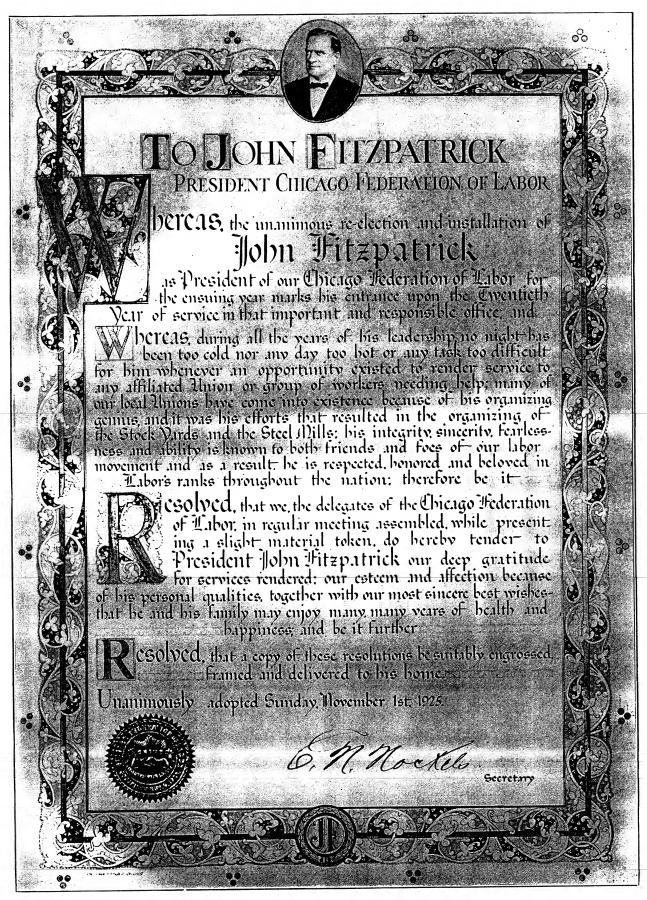


Emphasis is placed on certain parts for artistic effect, their importance or because of the customer's request. Study various ways of making parts stand out. The Harris Studio contributed this page.

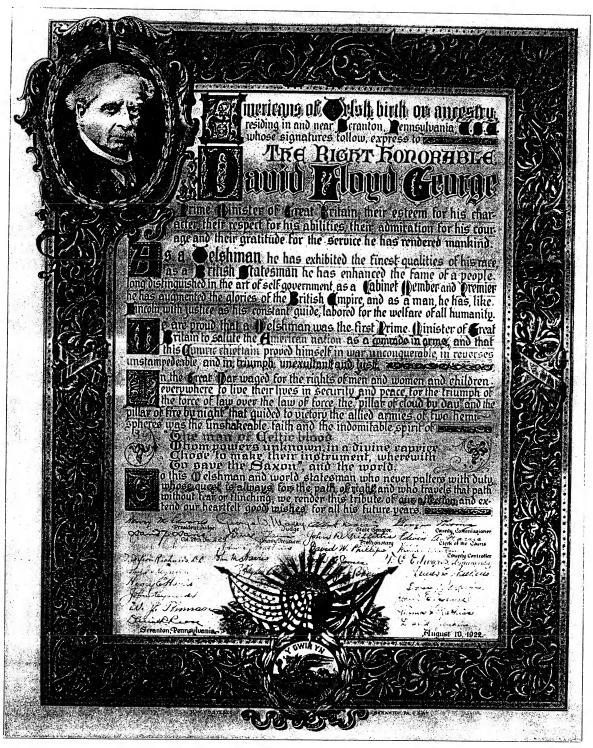


This specimen of engrossing by P. W. Costello contains good scroll designing. Lay a piece of tracing paper over this scroll and break it up into sections. At the top you find a square and under it four circles with small even spaces between the circles. The bottom is divided into five parts.

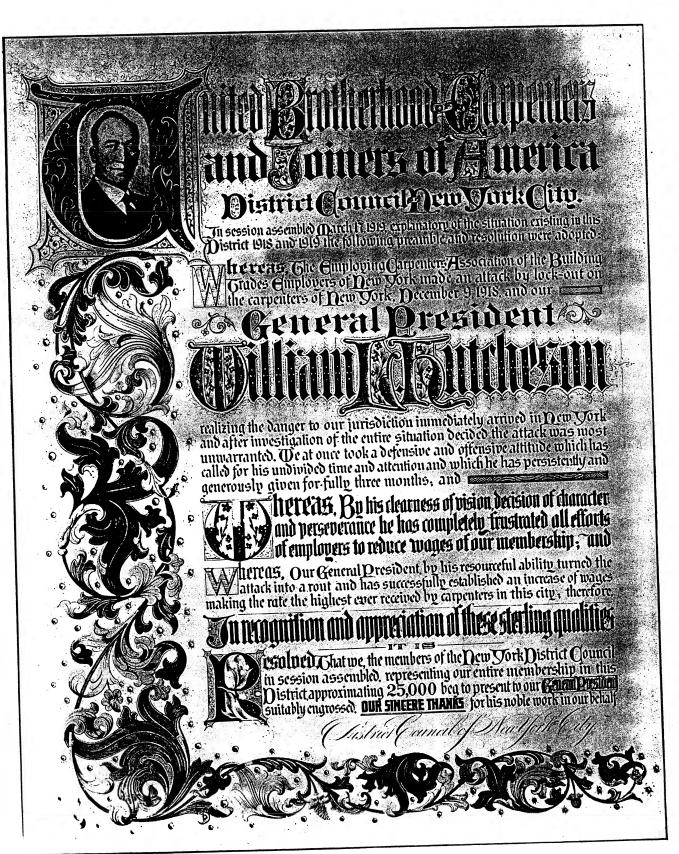
**Cita**cian

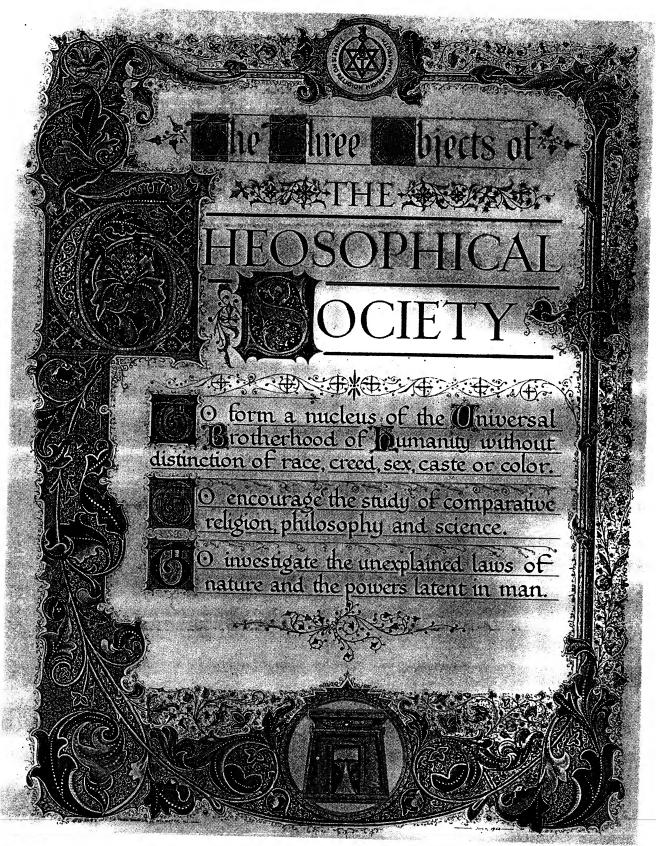


Italian White Vine border by C. L. Cook of the Harris Studio.



Occasions like the visit of Lloyd George to America as well as the death of prominent individuals call for engrossed resolutions. High class, well known engrossers have no trouble in securing work.





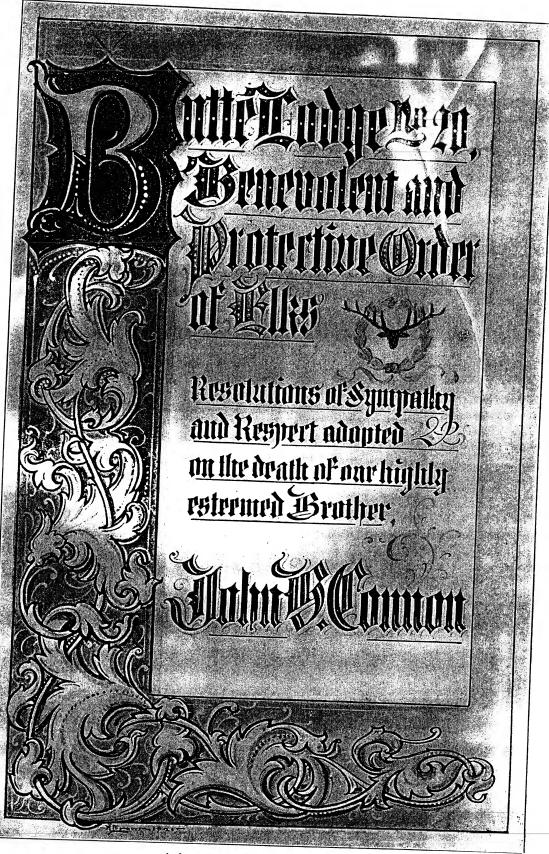
By A. T. Bondy, Chicago, Illinois.

### President of the Minneapolis Baseball Club, Vice-President of The American Association of Professional Baseball Clubs, is the No.1 person in the American Association rated on seniority, personality, and glistening service since the League was created in 1902; And whereas, he is in his fiftieth year of baseball, all of which have been memorable for his sterling qualities, qualities that are possessed by few men in any profession in such an abundance Therefore, do we, his fellow directors of the American Association, go enthusiastically on record in an expression approachmg only an intimation of our appreciation of his courage, optimism, loyalty, fairness, friendliness, foresight, and counsel and what they have meant to us throughout the years. We who have been privileged to bask in the waynath of his radiant smile, to thrill in the invigoration at his hearty handclasp to delight in the joy that comes only to those who can call him friend, fervently hope that he will be with us and with baseball many more years. And may those years be filled with happiness, health and prosperity Columbus Baseball Club Milwaukee Baseball Club nd i an apolis Baseball Club Minneapolis Baseball Club Kansas City Baseball Club St. Paul Baseball Club Toleda Baseball Club July 15, 1944

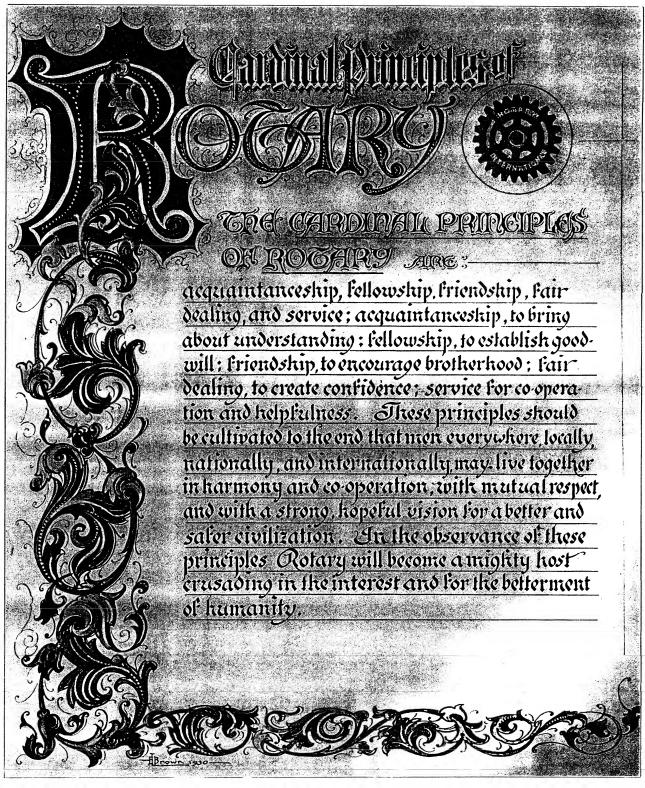
Baseball Award by E. A. Lupfer, Principal of the Zanerian College of Penmanship, Columbus, Ohio.



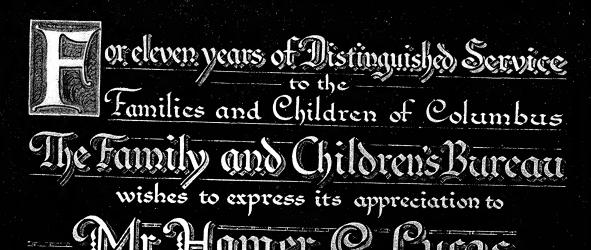
Marriage Certificate by Jewell L. Bethel, Zanerian, 1939.



A border study by E. L. Brown.



An initial letter and border well worth your careful study. E. L. Brown is a past master at this style.



His wise and fearless leadership and his devotion to the central purpose of the Agency in its service to the Community, have marked him as a Civic Leader of the highest quality In Therefore it is the deep hope and firm belief of the Family and Children's Bureau that he will always be available for friendship and counselling during his terms of leave from Board duties, and shall return to service on the Board throughout his active life as one of the foremost citizens of Columbus.

Distinguished Service Award by Earl A. Lupfer.

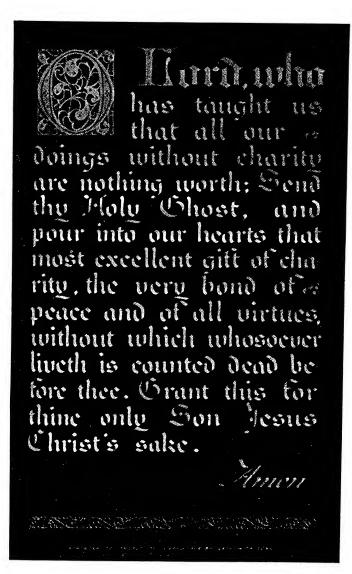
Mr. E. A. Tupfer, Mr. H. I. Jones,
612 North Park St.,
Columbus 8, Ohio.
Columbus 8, Ohio.

Envelope Addressing by C. J. Costaras, Zanerian G. I., 1947.

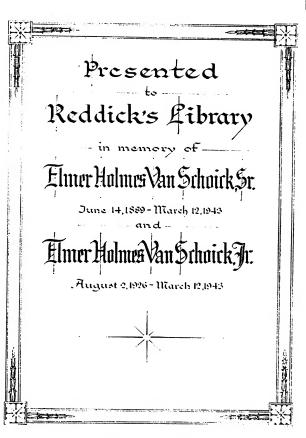
lowers are the sweetest thing that God ever made and torgot to put a soul into.

Beecher

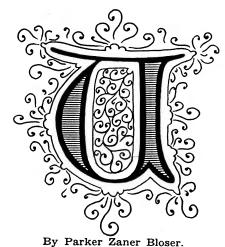
By E. L. Brown.

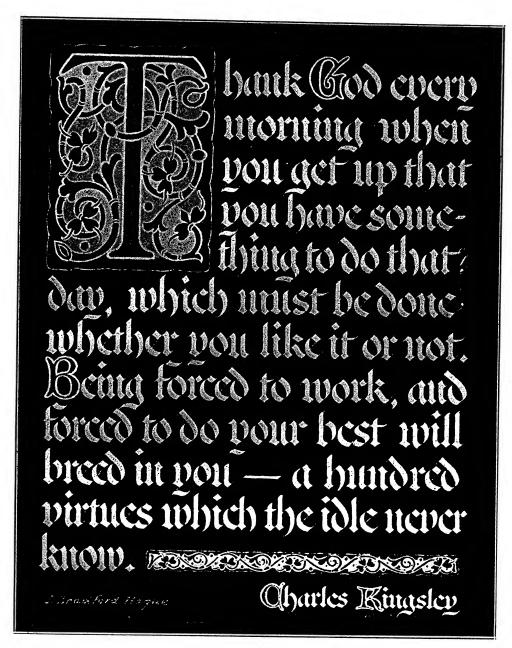


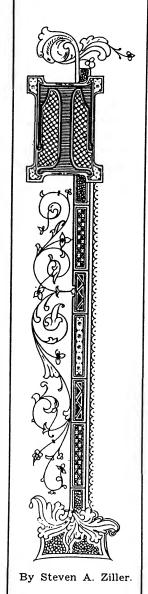
By Angelo M. Rassu.

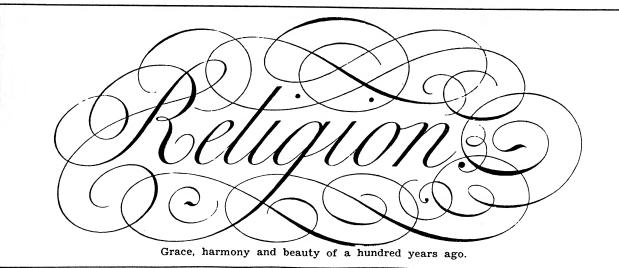


By E. A. Lupfer.

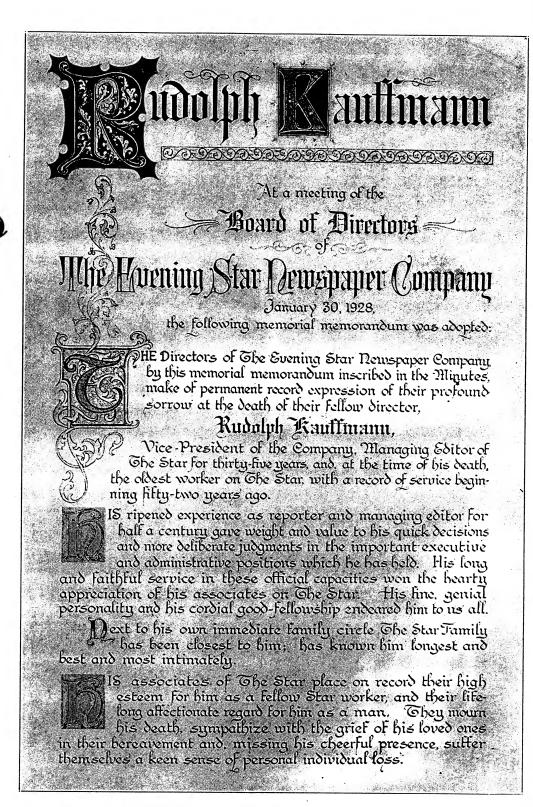












There are hundreds of ways of making every job. Select the style you think best for the occasion. Study and make different designs. E. L. Brown, Rockland, Maine, made the large ornamented R. F. A. Dony, Washington, D. C., engrossed the resolution.

CONTROL CONTRO

### Illuminated Album

Executed on pages cut to size 9 x 12 inches of Reynolds 3-ply bristol board. The following is a brief description of the color scheme employed for this page and other pages.

The intial "W" was rendered in two shades of red, with gold background and outlined in black.

The gold background should be made first whenever the same is to be burnished to avoid scratching off the color.

The red is a mixture of vermilion and Chinese white. The vermilion is in itself an opaque color and the addition of the Chinese white furnishes the lighter of the two shades.

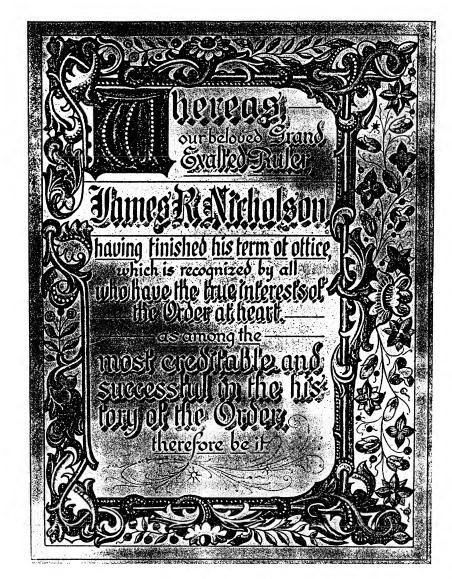
The bar in the border is done in dark red and French blue in alternating sections, and is flanked on either side by burnished gold.

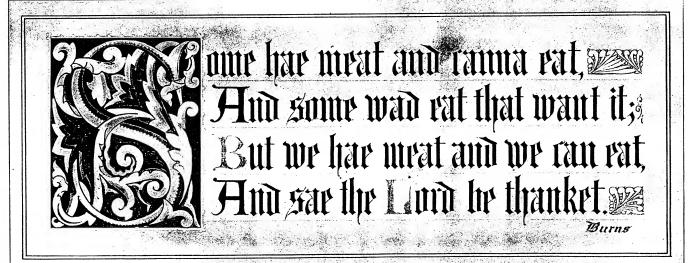
The trailing or twisting ornament in the border is in dark red, French blue and green, each color mixed with Chinese white.

The flowers are in blue, purple and crimson lake and the leaves in green.

The dots in the border are Chinese white and burnished gold, and the stripes in Chinese white and Naples yellow, the latter being used in the green portion of the ornament.

The shading of the letters in the text is done with a purple wash obtained by the mixture of crimson lake and Prussian blue. The initials of the name, James R. Nicholson. are in red and dots in the small letters in burnished gold.



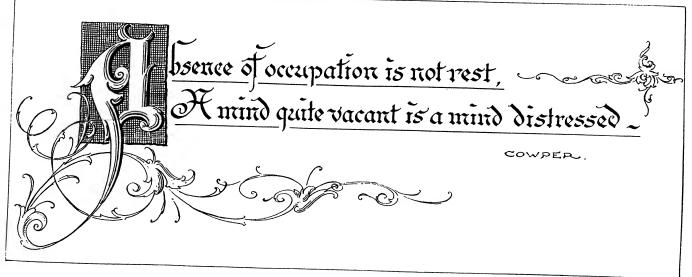


This work by P. W. Costello will serve to show the student of engrossing one more of the various kinds of work the engrosser is called upon to turn out in his profession. The engrossed quotation was taken from a patriotic address. It was therefore deemed appropriate that the flag itself be made the central and most conspicuous part of the design. If the general layout of a piece of work be inappropriate, it matters not how skillfully the work may be executed, the result in all probability will be far from satisfactory to a discerning customer.

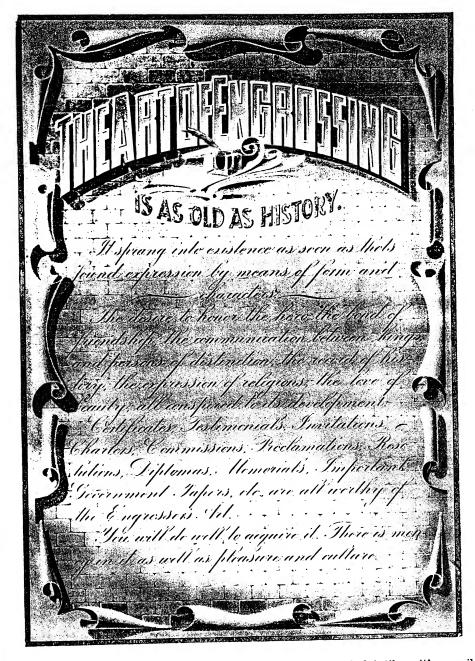
The original of this piece of work was executed on a sheet of three-ply kid finish bristol board 15 x 20 inches in size. The initial letters of the words "Star Spangled Banner" were done in vermilion mixed with Chinese white and the flag in its natural colors of red, white and blue. The bars of the flag were washed in with varying tints of crimson lake. Lay in the lighter wash first and when quite dry add more color to the wash for the darker tints. The background of the starry field may be done in Prussian blue and the white stars painted on top of it with Chinese white.

The clouded background of the flag and the large initial "T" was rendered in a wash of blue and the shading on the letters in crimson lake. The initial is in purple obtained by mixing crimson lake with Prussian blue, the background of gold and the ornament in crimson lake. The lettering outside of that already described was executed in waterproof black ink and the white striping in Winsor & Newton's permanent white, using a fine steel pen.





By E. L. Brown.





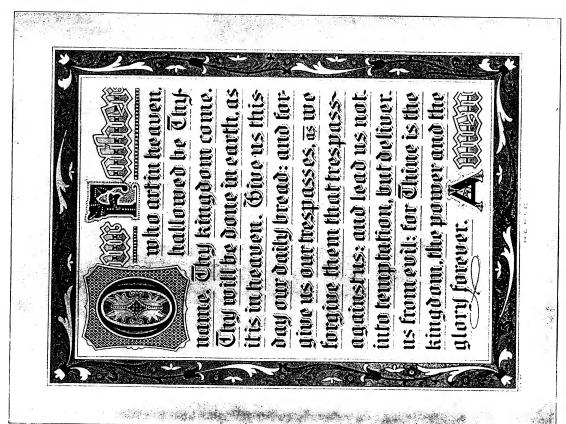
A Panel by E. L. Brown.

This illustration was first designed daintily with pencil on cardboard. The black shadow line between and below letters of the heading was put in with a pen, as was also the shadow edge of "is as old as history." Then the script was written. The shadow of the heading was laid on with a brush, first the heavy and then the light shade, with different solutions of water and India ink. The various tones of color are produced by having as many little dishes as different tones are desired. In one there may be water, in another a drop or two of ink and spoonful of water, and in another more ink and less water. With two or three small and medium sable brushes the liquid is applied to the design with considerable care.

The scroll and brick must be suggested with pencil, then the light tone applied to the light portions and the dark to the darker portions. Put the dark on top of the light but not until the first is dry. Build up the darks gradually and be patient. Do not work over the lights with the expectation of going over them with white.

Put in the bricks last. Suggest them wherever there are open places in the script. Put in the mortar lines with a small, pointed brush, using dark color. Then wash in each brick with a broad brush, leaving narrow space at top and left of each brick to illustrate a beveled effect.

The original was about three times as long and wide as here given.



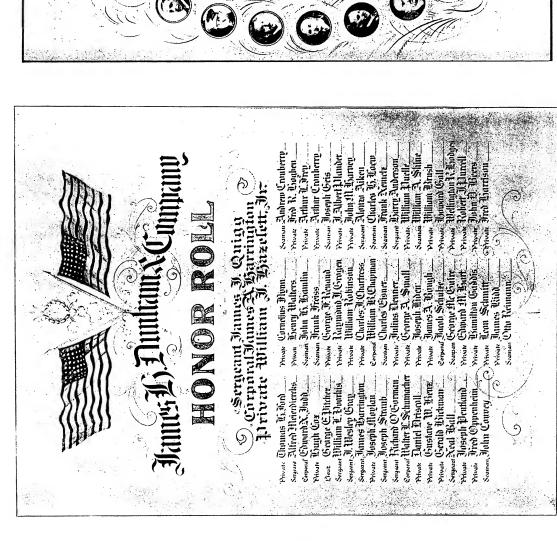
Careful workmanship by H. C. Rice, a policy engrosser of Boston,

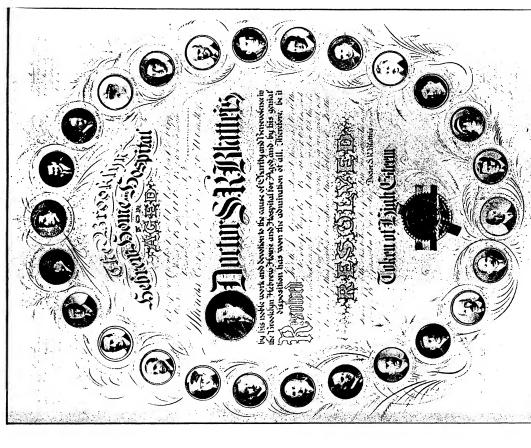
In the membrance of a good friend

1850—1835

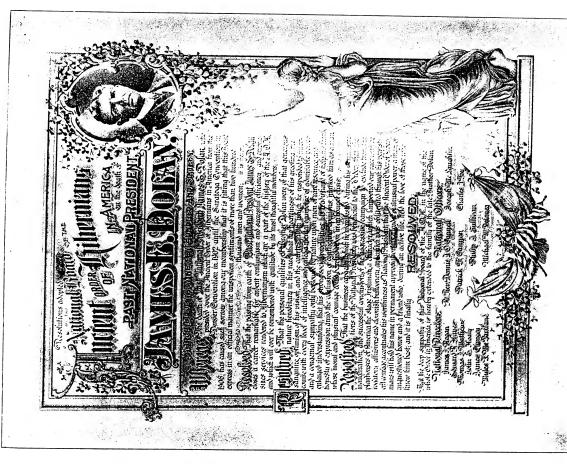
One by one carth's ties are broken, As we see our loved decay. And our hopes so fond by cherished, Brighten but to fine away. Bust beyond this world of sorrow, Just beyond this world of sorrow, Just beyond this world of sorrow, Just beyond this world of care. We shall find our missing loved ones In our Father's mansion fair. One by one our hopes grow brighter, As the near the estiming shore, For the know across the river, Wait our loved ones gone before.

By Angelo M. Rassu, who has become one of the leading letterers and engrossers of today.



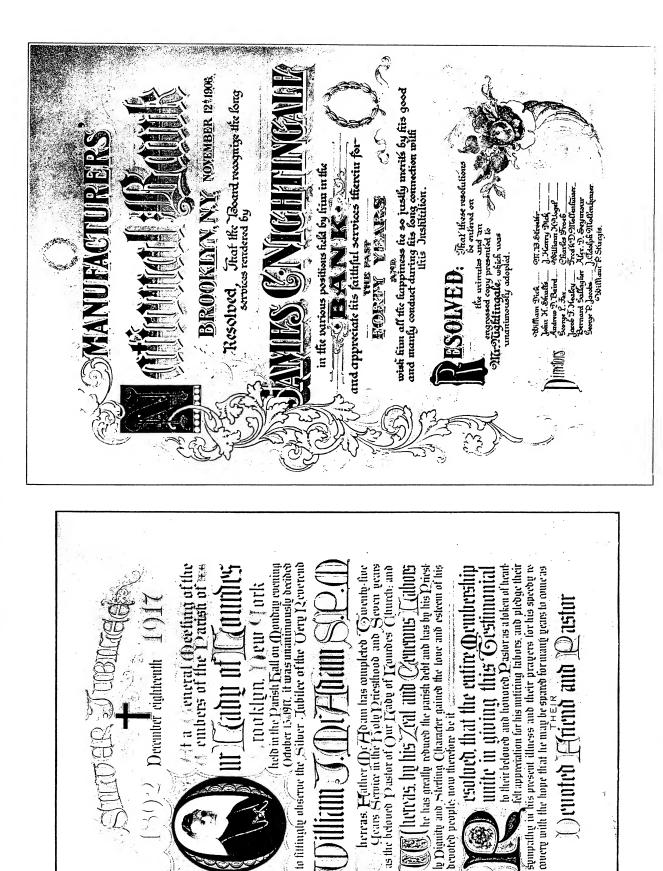


These two masterpieces show the superb skill and versatility of W. E. Dennis, who was considered the dean of engrossers. Note the simplicity and elegance of the honor roll, and the clever flourished decorations around the photo.





Costello shows how ability in art can be used in engrossing. You can make no mistake by studying art in connection with engrossing.



Two elegant examples by W. E. Dennis, an industrious, congenial gentleman, who did much for the art of engrossing

evoted people; now therefore be it

December eighteenth

ombers of the

rootklyn.



Color. Green with red for background of N. Mix Hooker's green No. 2 with Payne's gray. Mix Vermilion, Crimson Lake with a few touches each of Chinese white and Ivory black.

If gov, and E lan tweak no more

F Atter and Batore

to mightly heart and core

जिल्लामा हेन्स्य मान्याच्या

ine eves are opered. I can see

ove hath pierced the shades that bound me;

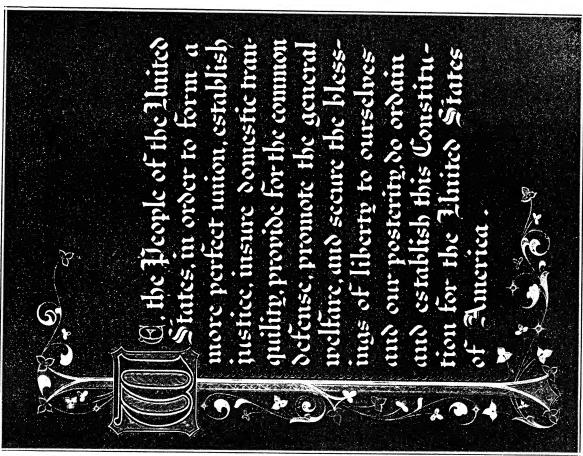
Sove hath shed its light around me.

ion ils calmand kingly rest

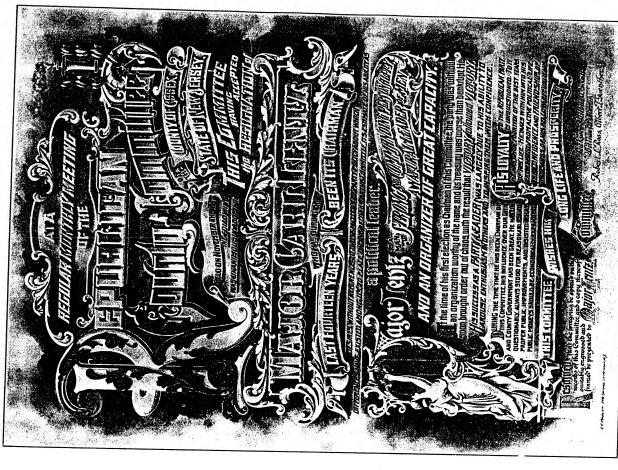
more my spirit can begnaken



Engrossed by W. E. Dennis, who was a leader in lettering, engrossing and flourishing.



By Roger T. Ellzey, a 1933 Zanerian, Philadelphia. One of the younger-masters.



F between sentiment and sentimentality, admiring the Teach me to distinguish Teach me not to cry for the each me to be obedient to may not win, then, above all, Toach me neither to proffer that goes away to suffer in one and despising the others If I am called upon to suffer, lot me be like a well bred beast Teach me to win if I may. If I moon, nor over spilt milk. teach me to be a good loser. nor receive cheap praise. From the Study of the late King George / Buckingham Palace the rules of the game silence.

By E. H. McGhee.

E. C. Marlott combined ink, water, color, gray or colored cardboard, using pen, ordinary brush and air brush.

# CERTIFICATES AND DIPLOMAS

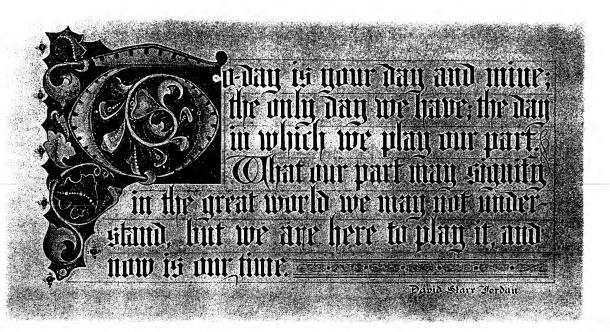
Diplomas are outlined or designed in the same manner as resolutions. The name of the school is usually the most important part and, therefore, should be the most conspicuous. It is usually larger and contains more ornament than the rest of the diploma. It is very important to carefully outline the entire design in pencil in order to get balance.

It is worth considerably more money to prepare a diploma in pure India ink for engraving than to prepare it in thin ink not for engraving, from \$40.00 to \$100.00, being fair prices for the former while the latter can be made for from \$5.00 to \$10.00 and up.

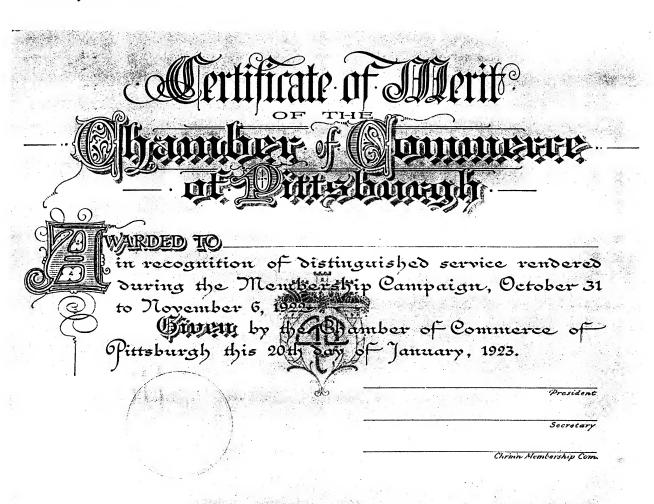
Where \$5.00 fresh-from-the-pen diplomas are ordered in large numbers, one can make them quite profitably. One can make the lay-out on all, then the headings, and then follow with the body much more advantageously than if each were completed separately. The larger the quantity the lower the cost should be.

In making copies of the diploma herewith, persons who are not good in pen drawing should omit the school buildings. The present day tendency is to omit them. Make drawings at least twice the size of the copies.

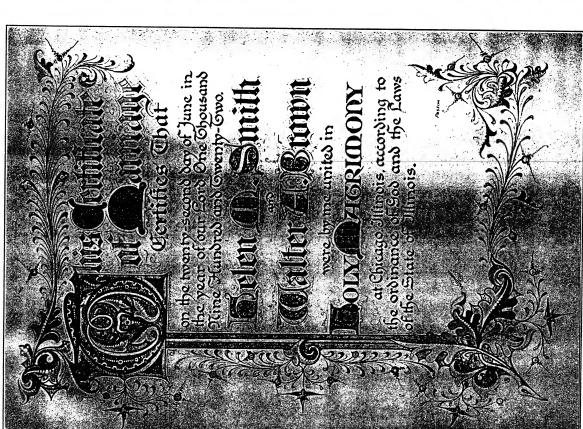




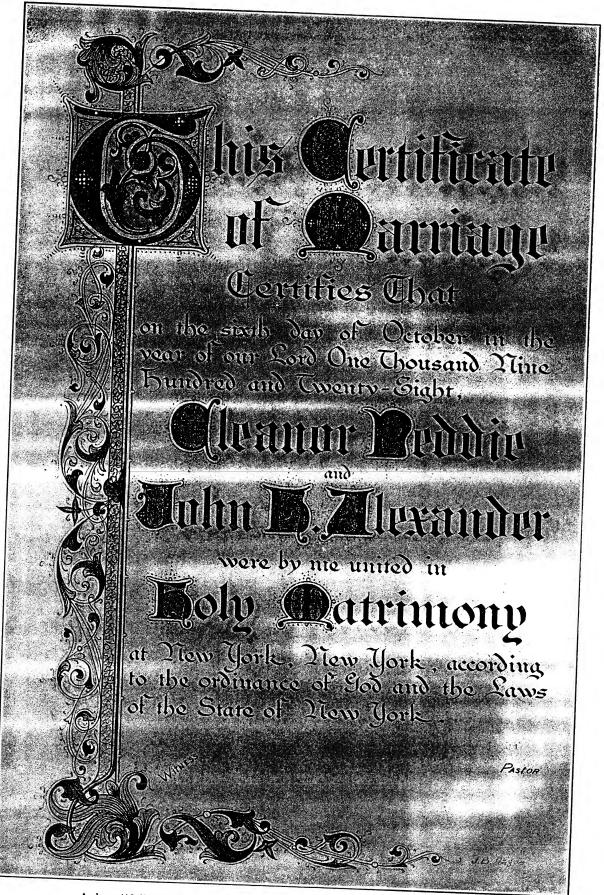
Beautiful thoughts in verse and prose have been enhanced by ornament, color and lettering, since the days when the Monks did their inimitable work. Many are treasured works of art. This gem was made by A. M. Grove.



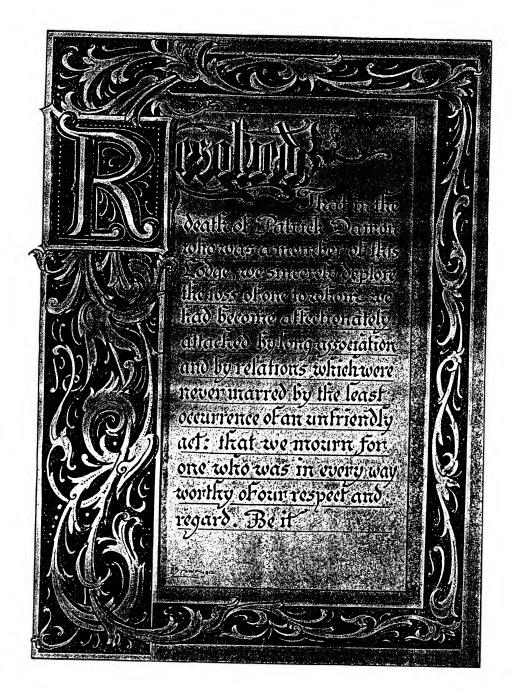
A beautiful three color membership certificate by C. W. Norder.



By A. M. Grove, Chicago.



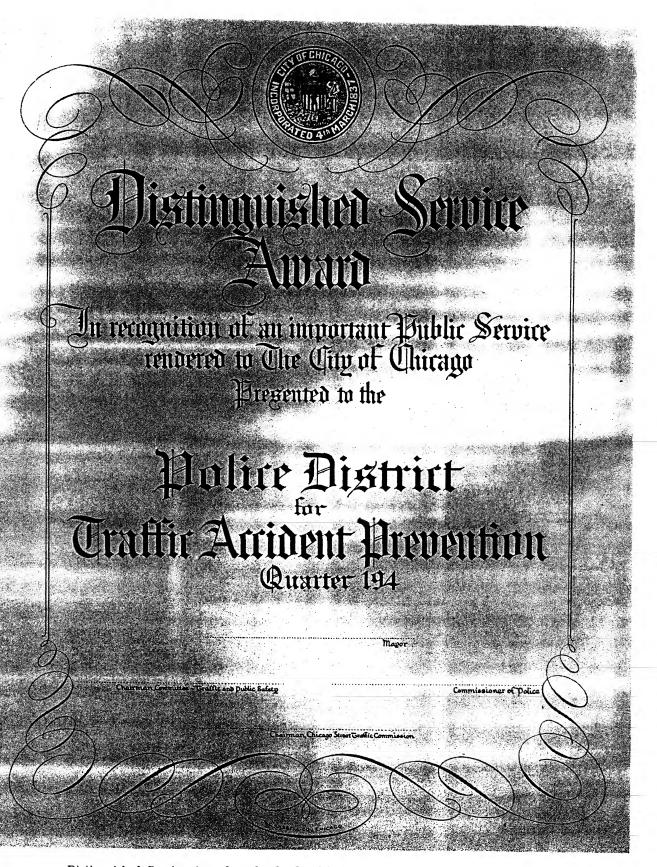
A beautifully illuminated certificate by J. B. Hague, a 1921 Zanerian.



Lay off in usual manner giving special attention to the form and action of the scroll which is the principle part of the design. Make your pencil drawing complete in detail before inking. Block in text very roughly for spacing only. Apply color first. The ground back of the scroll is reddish brown, obtained by a mixture of Vermilion, Crimson Lake and Prussian Blue and Chinese White to give opaqueness or a velvet-like appearance. Use color quite thick. When background is finished, outline scroll with a No. 5 pen and waterproof ink and your work will now appear strong and snappy when before it appeared weak and indistinct.

Mix a bluish green composed of Hooker's Green No. 2 and Payne's Gray, making a thin wash for scroll work. After applying this wash, add the color a little thicker for the shaded parts. The very delicate color outlining part of border can be obtained by a mixture of light red and cobalt. Lastly add Chinese White in a common pen for tracing and dots on background and initial "R".

Care in mixture and application of colors is of the utmost importance for success, and no one should become discouraged by failure to obtain the desired effect in the start.



Distinguished Service Award modernly flourished by A. M. Grove, Chicago, Illinois.



## TITLE PAGE ON ROSS PAPER

This design was made with pencil and knife in-This design was made with pencil and knife instead of with pen as might be supposed. The paper is purchased already ruled and tinted as shown by the background. It is not only ruled but "ribbed" or creased at right angles to the ruling. By drawing a pencil across its surface a cross-hatch, dark tone or shade is produced as shown in the shadows and the word "Wreath." By scraping the paper with a knife a lighter tone is produced as shown in the high lights, scroll, flowers, etc. scroll, flowers, etc.

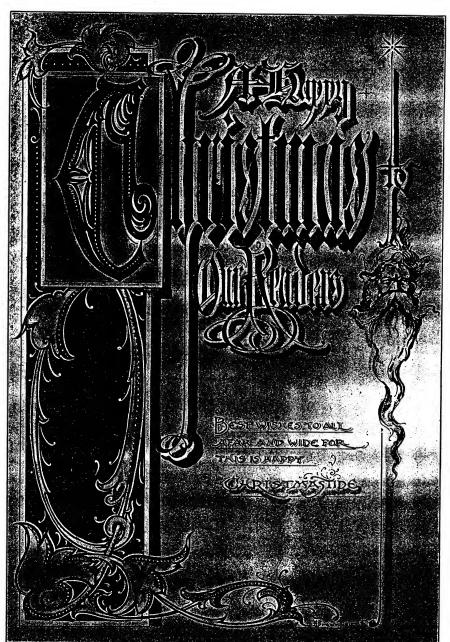
The paper or cardboard has a coated, chalk-like surface which scrapes easily, or upon which an oiled or lithographic pencil works well and engraves suc-

cessfully.

cessfully.

Designs of this sort are first created on ordinary paper and then carefully transferred to the Ross paper, preferably with blue as it is not so apt to show up in the engraving. It is a quick method of securing good printing results of a wood cut like nature. It is purely a commercial art type of work and not intended for framing. It is quickly executed because only the lights and darks need to be produced, and they are done by simple processes and easy mediums.

This design offers a good example in symmetry or balance, of a mechanical type. Some cartoonists employ this kind of paper.

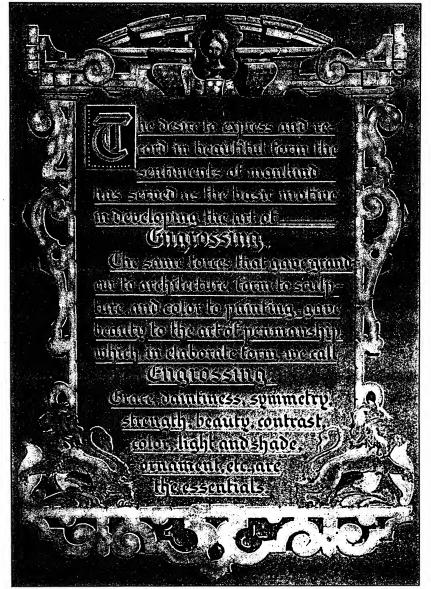


An appropriate design for a Christmas card, first carefully drawn with pencil from a rough preliminary sketch. Size over all about 10 x 14 Panel enclosing scroll three inches wide and that of initial "C" 2¾ x 4. Letters in word Christmas 2½ inches high. Use waterproof ink on all drawing and lettering to be finished in color.

Color Scheme-Shades of green and red. Mix Hooker's green No. 2 with a little Payne's gray, and Chinese white. With a thin wash of this mixture cover background of panel also face of scroll. When this wash is thoroughly dry, put in background with a deeper tone of same mixture. However, do not cover scroll work with this wash. Work around edges carefully leaving face of scroll in the lighter tone for contrast. Aim for evenness of tone in the washes. Next outline scroll with a No. 4 lettering pen and India ink. Rule lines enclosing initial "C" and scroll work. Initial "C" should be in red with ornaments in a light green tone. Complete the lettering next in order, giving the form, character and spacing of letters careful attention. Initials "A," "H," "O," and "R" in red outlined in black. Shade letters in green using a brush well filled with color. This will give your washes clearness and transparency. The mask of Santa Claus gives the design an appropriate flavor, and should be drawn in the simplest and most direct manner for effective results. Use Chinese white for lines and dots, and for washes wherever a tone should be lightened.

Color Outfit—We suggest the following: 2 Brown Sable No. 7 brushes, best quality. Don't try to use cheap brushes. A few colors will be sufficient for simple pieces of illumination named as follows: Hooker's green, No. 2, Ivory black, New Blue, Prussian blue, Yellow ocre, Crimson lake, Vermilion and Chinese white. Payne's gray in a beautiful shade and one that the engrosser can use frequently. A few pans for mixing colors will be necessary. This is a simple inexpensive outfit.





### GRAY CARDBOARD

This design was made with brush and pen, principally the former, and India and white ink on gray cardboard. The design was first drawn with pencil on a sheet of white paper and then transferred with tracing paper to the gray sheet. The two sides being the same shape, but one was drawn originally and then reversed. The lettering was done first with a broad pen in the usual manner. Then the shadows and dark tones in the design were put on with a brush. Then the white lines were put beneath the lettering, and the initial T was decorated. Then the sharp white edges (high lights), which counterbalance the darks, were put on with a small pointed brush, the same as the darks (No. 1 Sable hair.) The white coating, which gives it a marble-like effect, was laid on last with a larger brush. This coating was rather thin. You can successfully go over black with white, but not over white ink with black ink. The black ink was simply India ink thinned with water.

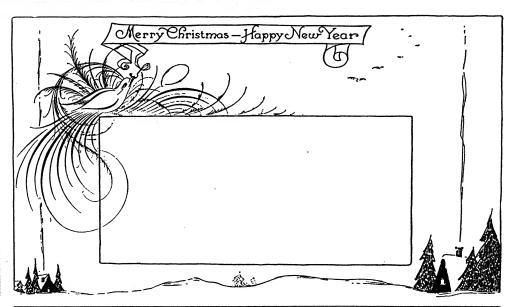
This brush work at first appears difficult, but when one is once accustomed to handling the brush in water colors, it is simple, quick and effective.

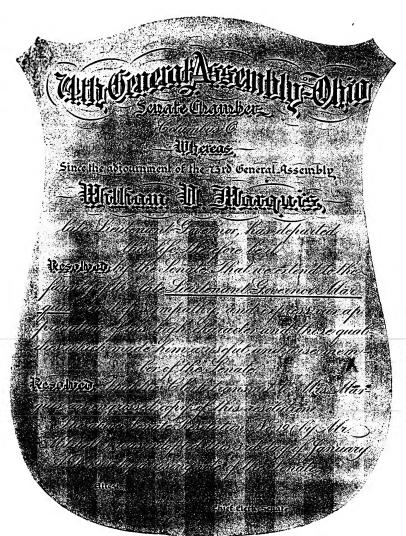
Knowledge of, and skill in drawing, is the secret of success in this class of engrossing. Learn to draw. Observe lights and shades. Study contrast. Investigate the laws of harmony, grace symmetry, etc. Be a student of the beautiful in nature and art.

A set of beautiful popular Christmas Cards for penman at small cost.

Write today for prices and circular.

Zaner-Bloser Co., Columbus 8, Ohio



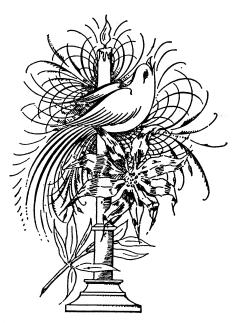


# SPLATTER WORK

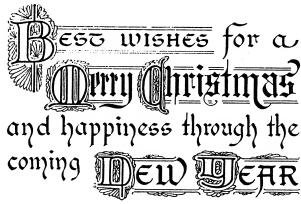
First, design and draw in pencil outline of shield, including strips, on cardboard. Second, cut it out carefully with a sharp, pointed knife. Cut out only the blue field and red stripes. Preserve the large pattern.

Third, use the pattern to secure an outline the same size and shape on another sheet of paper. Fourth, outline in pencil head and base lines for all wording. Fifth, letter the heading, including the words Senate Chamber, write Columbus, O., letter or write the lines following until the whole has been engrossed. Sixth, erase pencil lines and clean the whole. Seventh, shade the lettering with a broad pen, using watered ink or inky water, turning the paper part way round from the position it occupied while lettering it. Eighth, flourish about the letters. Ninth, lay the pattern over the engrossing, and with a tooth brush saturated with diluted ink (from sponge cup may do) brush it rapidly back and forth over a window screen held horizontally a few inches above the design. This will cause ink to fall in a gentle mist, creating a soft, gray tint, more beautiful than it appears after it has been engraved. Remove the pattern and you will have white stripes and margin, the pattern having protected those parts.

The original of the accompanying design was 15x20 inches, allowing 5 inches margin. The shield alone being 10x15 inches. Stars may be created by cutting them out of bits of paper and laying them about over the upper part of the design—above and below the heading.



Mary Transaction

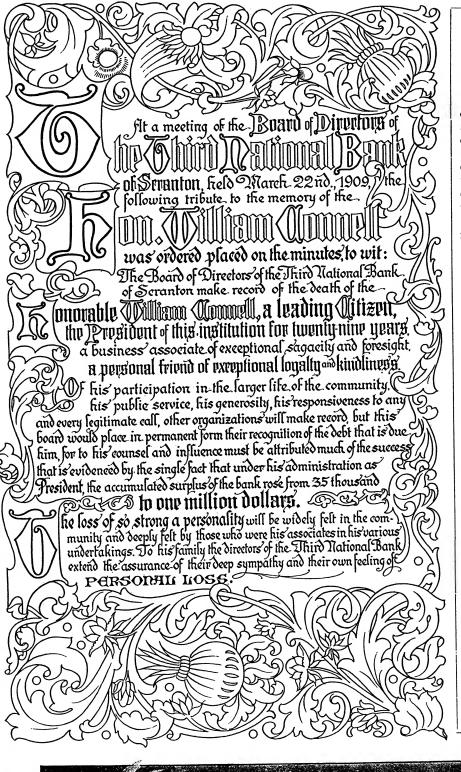


Increase your income selling these artistic Christmas Cards. You can letter address, greetings and color them and make them individual and distinctive.

Write for circular and prices. Address-

The Zaner-Bloser Co.

612 North Park Street Columbus 8, Ohio



## OUTLINING

To the left is presented the outline of the resolution to the right before any brush work was added. It was done mainly with a broad lettering pen. This gives a splendid idea how carefully the scroll work must be worked out in detail before applying color. Unless the foundation scroll work and lettering is carefully done the final result will be a disappointment.

Color lines should be broad and massive rather than narrow, slender or weak. Study the graceful, harmonious curves and equal distribution of lines and values.

The background of the initial letters are in gold and ought to be put in first before any color is laid on.

The gold may be inserted in either of two ways: Gold leaf or brick gold which is brushed on evenly with a brush similar to laying on color. For the beginner the latter method is the easiest. A small brick of gold can be purchased. A little gum arabic dissolved in the water will insure its sticking to the material on which the work is done, either a smooth or satin finished bristol board, (Reynolds preferred) parchment or vellum. After laving on the gold and when same is dry it is necessary to cover it with a piece of glazed paper and rub over same very briskly with a burnishing tool. This presses the small particles of gold ink into a flat even surface, which may be left in that shape with a dull finish or burnished by the use of the same tool after removing the paper covering.

The stipple effects in some of the ackground is made with an agate bint made for that purpose. They ay be put in very carefully as to lottion of the dots or they may be of the hit or miss variety. The capital tters in line "Board of Directors" at "Third National Bank" are in old. The small letters in the latter he are in two shades of purple putng on the lighter shade first.

The small letter of the line Hon. 'm. Connell are in two shades of seen, the capitals W. & C. in two lades of red using a mixture of verilion and Chinese white.

The large "T" at the top in three lades of red and the "H" beneath it two shades of red. The remaining to large initials in two shades of reen obtained by mixing Emerald reen and Chinese white. The mixing Chinese white with any other color hich in itself may be transparent ves a solid opaque color. If these savy colors are put on first, where ley are used in connection with gold tekground it is utterly impossible to operly burnish the gold.

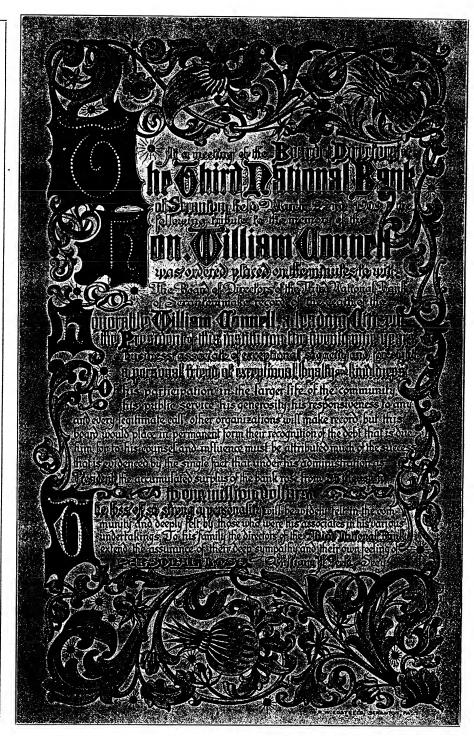
The large initials might be alterated in red and green if the encosser sees fit and probably might ok better that way. The ornament in is particular job is put in in transurent washes of light purple, greens, ues and reds of two shades of each lor, and a reproduction can give no ea of what pretty effects may be oduced in color. Let the student uses own judgment as to the arrangeent of the colors mentioned.

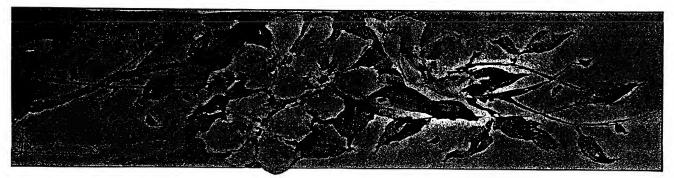
The shading of the different display ies in the Hon. William Connell resutions are put on in light washes of ternate green and purple. The green Hookers and a little lampblack and e purple a combination of crimson ke and Persian blue.

The little circles scattered throughit the work are filled with burnished ild. The white dots in the initial letrs are Chinese white.

One thing is absolutely certain, at illuminating is the most fascinang of the various styles used in the grossing business.

P. W. COSTELLO.





## DESIGNING

Designing—The art of grouping and creating forms in such a manner as to tell a truth or to ornament one, is well worth studying. The basic principle of designing is drawing. To be a practical designer means that one should be able to draw almost anything. But after this ability is required there is much more to be done. One must have some originality in him by nature or acquirement, to become expert in designing.

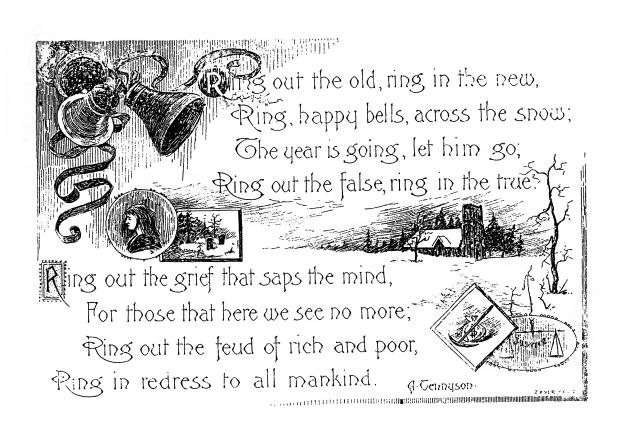
Drawing leads to designing in that it causes the eye to observe form, color, light and shade, contrast, grouping, etc. Originality consists chiefly in grouping that which has been seen separately. Drawing causes one to observe and depict pleasing contrasts of light and shade and form, and designing depends upon these things.

Designs are, as a rule, truthful and decorative. They usually illustrate some truth or fact and at the same time express beauty. Decoration is the art of ornamenting useful things. It derives its material from nature and geometry. Natural forms as conventionalized by making them conform to mathematical exactness.

Designs should be well balanced and harmonious. They should contain elements of contrast but not of discord. They should be neither monotonous nor striking. There should be harmony and there should be contrasts. Truth and beauty should be uppermost in the designer's mind.

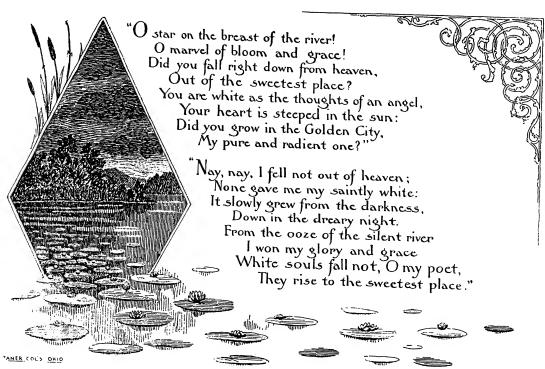
This is a kind of work that machines cannot do because it takes brains. Designs take no small amount of thought, taste, judgment, and originality. A good designer enters into the spirit of the thing to be illustrated and adopts and adapts things to that particular purpose.

The following designs by Mr. Zaner are given to illustrate the things of which we have been speaking. They also show how lettering may be applied advantageously in designing. Lettering is an essential part of designing. There is much to learn about lettering to adapt it to a particular purpose and space. It is far more flexible than type and less mechanical, if done by a master. It requires patience, skill, detail, judgment, and originality.

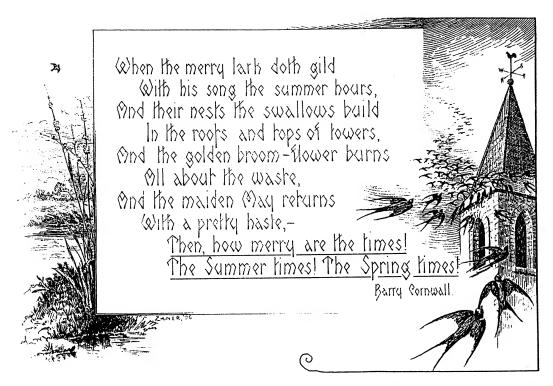




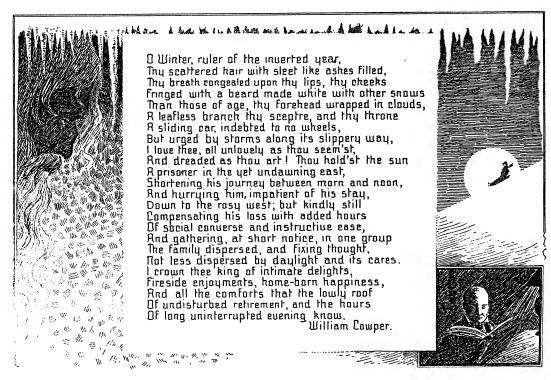
Vines and foliage make good material for borders. Mr. Zaner was a real artist and penman.



Note the soft, sketchy, actual-pen-like appearance of the lettering, caused by tinting rather than blacking the face. See how the slant of the verses agree with the slant of the  $\bf n's$  and  $\bf m's$ .



The swallows and lettering need careful attention. The perspective of the former and the angles of the latter will demand study. Note how the one swallow has been placed where the lines of lettering were short.



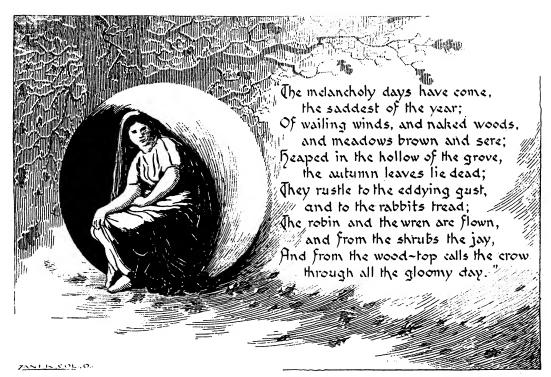
The lettering in this design is very compact and uniform, yet legible. Note how close the lines are. Study spacing between words. Study the pen technique in the drawings.

he snow-bird twittered on the beachen bough,
And neath the hemlock whose thick branches bent
Benteath its bright cold burden, and kept dry.
A circle on the earth, of withered leaves,
The partridge found a shelter. Through the snow
The rabbit sprang away. The lighter track
Of fox, and the raccoon's broad path, were there
Crossing each other. From his hollow tree
The squirrel was abroad, gathering the nuts
Just fatten, that asked the winter cold and sway
Of winter blast, to shake them from their hold
William Cullen Bryant.

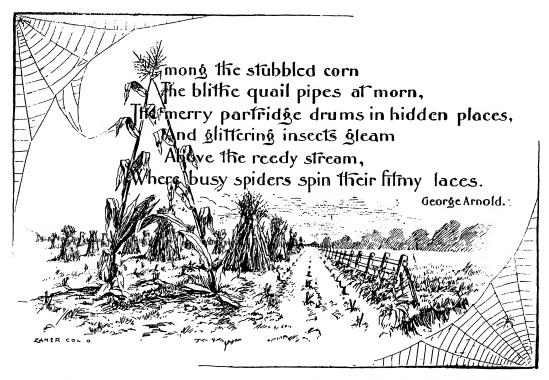
Study the drawing of the hemlock, how the dark background serves to make the snow effect. See how the different parts are tied together. Create an entire alphabet like these letters.



Flowers are decorative in construction and have been used successfully to arouse admiration and enhance the value of many pieces of engrossing.



Study the frost-like effect of background and windiness of foreground. The figure and contrasting background suggest the opposing elements of nature. Study the four corners.



Note perspective of shocks of corn, fence, etc. See how detail diminishes with distance. Note how the lettering gets lighter toward the right as it recedes from the center of the picture.

# Mill man

Julich art in heaven: Calluped be thy name. Thy kingdom rume. My will be done in earth. as if is in heaven. Give us this day our daily bread. and furgive us our debts as we furnive our deht urs. And lead us not into temptation, but deliver us from evil: Que thine is the kingdom and the power and the glory for ever.

ALOD COD



# REGUINGS:

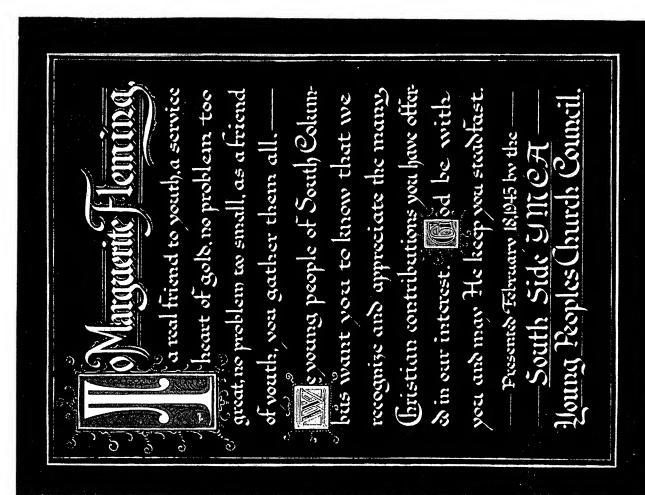
n the anniversary of his twenty-five years of service, we old timers in the Public Service Company of Northern Illinois who served with him in the days of the Northwestern Sas Light and Coke Company extend to

Charles W.Bradley

our congratulations. We are proud of having worked with him in the early days and we wish him many more years of continued success and happiness.

Chicago, August 1,1930

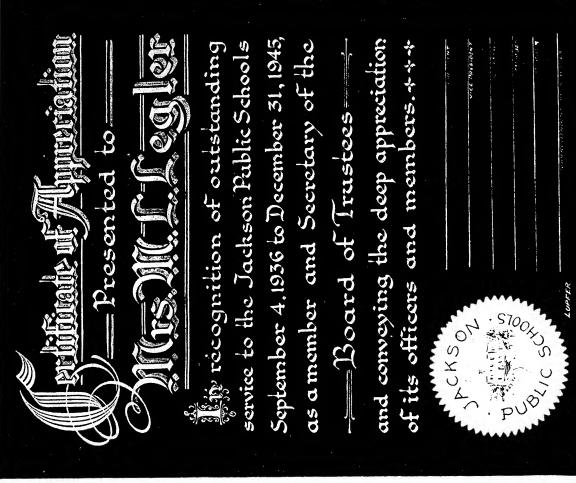
A card engrossed by the M. L. Harris Studio, Chicago.



R. F.



Modern Christmas Card, front page, by Wilbur LeRoy Newark of The Zaner-Bloser Studio. This is one of a series of cards which are available to penmen. Write for samples today.



Certificate of Appreciation by Earl A. Lupfer. Zanerian College of Penmanship, Columbus, Ohio.

# THIS VOLUME

was originally published and copyrighted in 1895 under the title of The Zanerian Alphabets. It was subsequently copyrighted in 1900, 1904, 1910, 1918, 1924, 1935, and 1944, and republished and enlarged a number of times, in all upwards of 50,000 books having been published and sold.

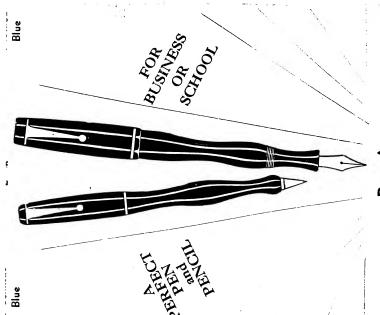
It is now considerably enlarged and greatly improved, and is re-dedicated to the cause of practical and artistic Lettering and Engrossing.

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THE ZANER-BLOSER CO., Publishers COLUMBUS 8, OHIO

# The Zaner-Bloser Finger Fitting Fountain Pen and Pencil The Zaner-Bloser Co., 612 N. Park St., Columbus, Ohio. Pencil can be furmished in three colors, with clip or ring. Mumber desired Sets Pencil, Sets Pencil, Modernistic Mottled Black Clip Ring Modernistic Mottled Black Clip Ring Solo 8a. Modernistic Mottled Black Clip Ring Mame Mame Mame Dead enclosed Address

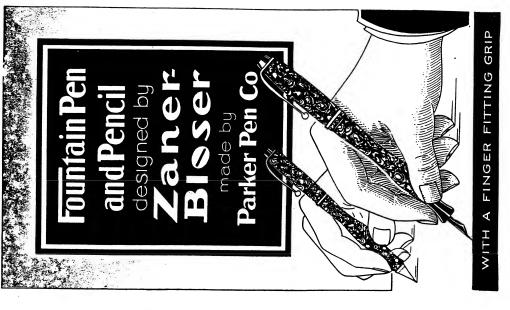
Position Position



# ZANER-BLOSER fountain pen and pencil

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Blue

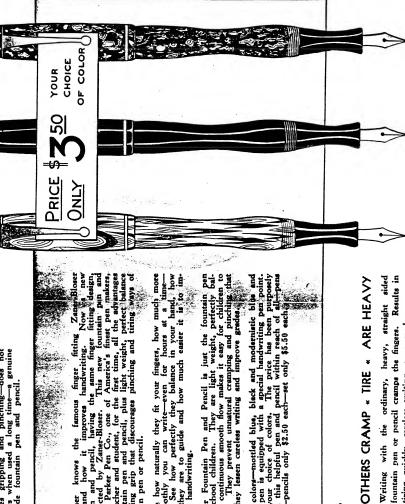
Discourages gripping and pinching—does not tire fingers when used a long time—a genuine Parker-made fountain pen and pencil.

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# Write Today for A Pen and Pencil

On the back of the next page is an order blank. Fill it out right now and mail it to us. You can have the pen and pencil sent C. O. D. or enclose a money order for \$5.50 and we will mail you prepaid at once the your choice.

The figure to the left shows how a Zaner-Bloser Fountain Pen or Pencil fits the fingers naturally. No

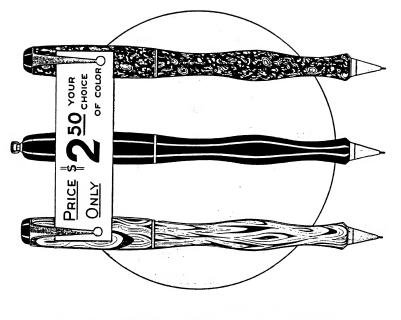
FITS THE FINGERS

gripping-no pinching is necessary. Results writing-good handwriting-good grades.

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tiring quickly, careless writing, poor grades.

Columbus, Ohio THE ZANER-BLOSER CO.,



# Zaner's Fits Fingers --- No Slipping --- No Sliding

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